

The TALKING MACHINE AND RADIO WEEKLY

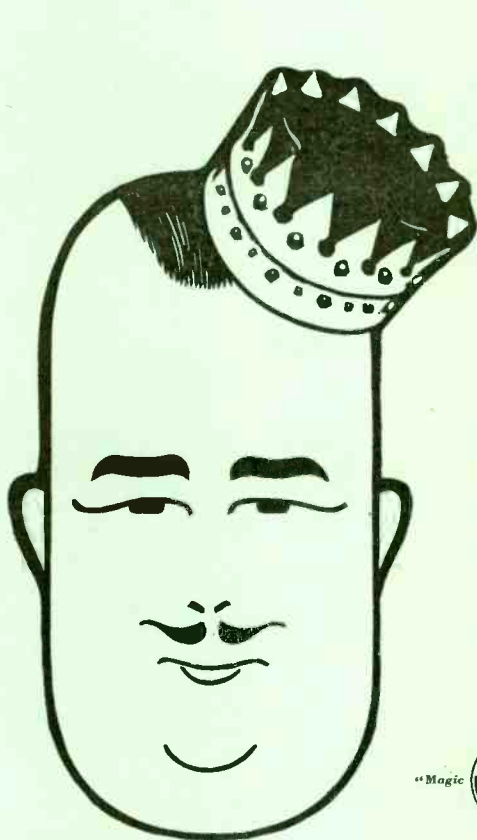
Vol. 29—No. 20

NEW YORK, WEDNESDAY, MAY 14, 1930

Per Year—\$4.00

THE KING OF JAZZ

>>> DROPS A SWEET SLICE
OF RECORD BUSINESS IN YOUR LAP!



U.S. Trade Mark Reg. U.S. Pat. Off.
M.C. & Co. Reg. U.S. Pat. Off. & M.C. & Co. Reg.
Aquis P.S.O. - Société de St. Agathe 1116, 1165
Société Régionale - St. Paul 1091, 1092, 1093

PAUL WHITEMAN, in his new \$2,000,000 Universal talkie, is turning out flocks of "King of Jazz" record customers for you every day and night in the week!

For this sensational talkie is drawing the biggest audiences that a film ever pulled. And its melodies (many are Gershwin's!) are getting the snappiest, hit-making treatment the great Paul has ever given to jazz!

Get these "King of Jazz" wows now and get plenty of them — they're the biggest money-makers in dance discs that have ever come your way!

All From Universal Picture, "The King of Jazz"

- | | | |
|---------------------------|---|---|
| 2164-D
10-inch
75c. | } | HAPPY FEET (Vocal Refrain by the Rhythm Boys)
A BENCH IN THE PARK (Vocal Refrain by
Brox Sisters)—Fox Trots
PAUL WHITEMAN AND HIS ORCHESTRA |
| 2163-D
10-inch
75c. | } | SONG OF THE DAWN (Vocal Refrain by
King of Jazz Chorus)—Fox Trot
IT HAPPENED IN MONTEREY (Vocal Refrain by
Johnny Fulton)—Waltz
PAUL WHITEMAN AND HIS ORCHESTRA |
| 2170-D
10-inch
75c. | } | RAGAMUFFIN ROMEO (Vocal Refrain by
Jeanie Lang)
I LIKE TO DO THINGS FOR YOU (Vocal Refrain
by The Rhythm Boys)—Fox Trots
PAUL WHITEMAN AND HIS ORCHESTRA |

COLUMBIA "NEW PROCESS" RECORDS

Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

"TRADE NEWS RIGHT WHEN IT HAPPENS"



The PUBLIC BUYS the Receiver with the Telephone Background

Stromberg-Carlson advertising long has stressed the importance of telephone knowledge and experience in the production of fine radio receivers. That the public is becoming more and more conscious of this fact is evidenced by the 50 per cent increase in Stromberg-Carlson sales for the first quarter of 1930 over the same period in 1929.

Quality of performance insured by the telephone background—persistence of advertising—integrity of direct-to-dealer merchandising—strict maintenance of the factory price—prestige of association with radio's proudest group of merchants—these are the elements that make a Stromberg-Carlson franchise desirable.



No. 346 Art Console. Ten tubes. Triple Screen Grid. Automatic Volume Control. Visual Tuning Meter. "Silent" Push Button. Price, less tubes, East of Rockies . . . \$347.50



No. 65 Radio-Phonograph Combination. Plays records with Stromberg-Carlson radio tone. Compact walnut finished cabinet. Triple Screen Grid. Price, less tubes, East of Rockies \$369.00

Listen to the Stromberg-Carlson Hour Monday Evenings in a Coast-to-Coast Broadcast of the 50-piece Rochester Civic Orchestra over the N. B. C. Blue Network and Associated Stations.

STROMBERG-CARLSON TELEPHONE MFG. CO.,
ROCHESTER, N. Y.



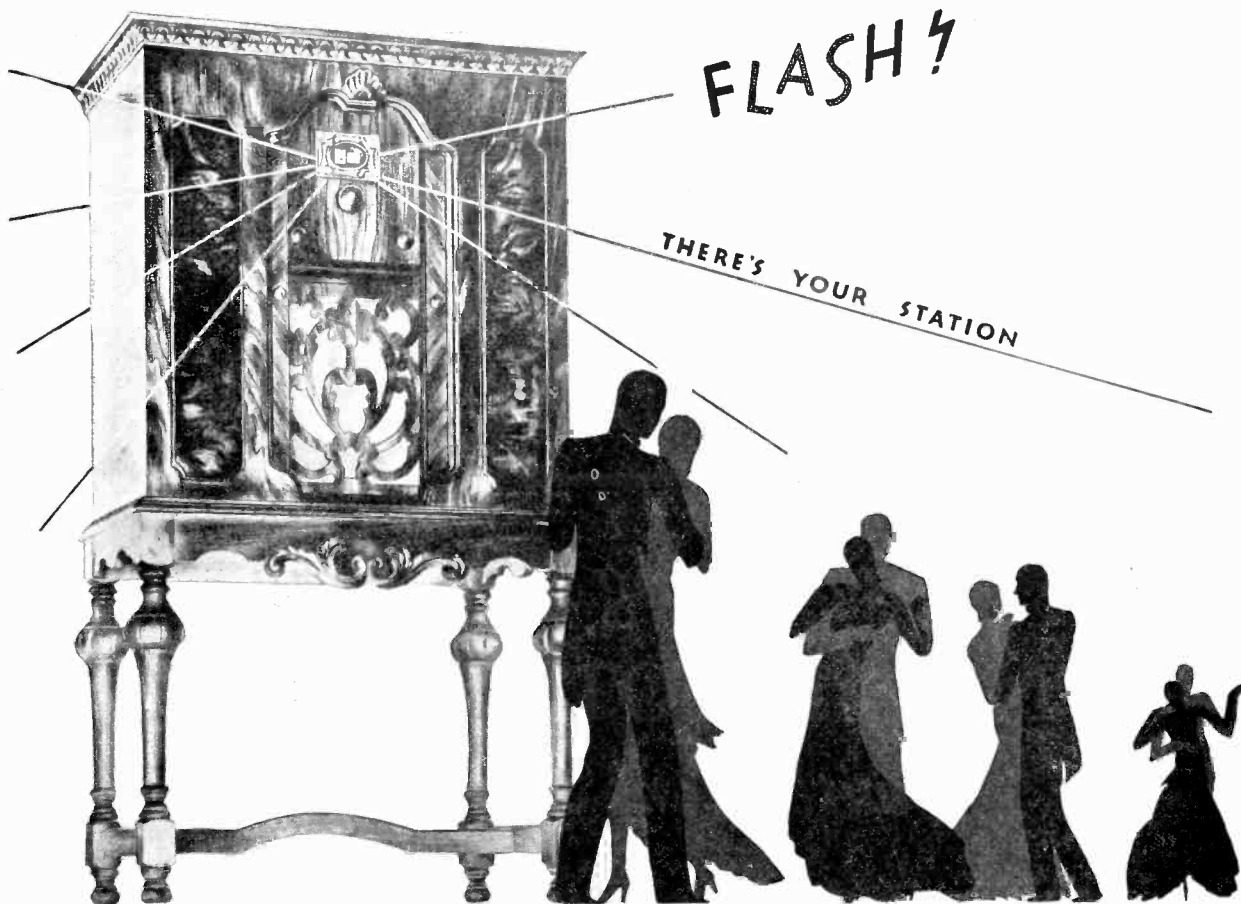
1894

Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS



1930



EDISON **LIGHT-O-MATIC** RADIO

Prestige Pays Profits! Price wars have worried retailers since business began. And they have always been unprofitable!

Dealers grown weary of the "cheap! cheap!" cry...dealers who realize the havoc wrought by unstable prices...are more and more turning to the Edison line.

For two reasons: First, because Edison is the radio which has the public confidence today

...confidence reflected in continued sales gains. Second, because Edison prestige actually makes price a secondary consideration. Here's a radio you can make real profit on—one that will build volume business for you.

Write now for information about the Edison franchise. And be sure to visit the Edison Booth at the June Trade Show.

DESIGNED AND BUILT IN THE LABORATORIES OF *Thomas A. Edison*, ORANGE, N. J.

EDISON DISTRIBUTORS:

EDISON DISTRIBUTING CORP. AT THE FOLLOWING ADDRESSES: ATLANTA, 199 Forsyth St. S. W. BOSTON, Statler Bldg. CHICAGO, 3130 So. Michigan Ave. DALLAS, 500-502 Elm St. DENVER, 1636 Lawrence St. KANSAS CITY, 2107 Grand Ave. ORANGE, N. J. PITTSBURGH, 909 Penn Ave. RICHMOND, 1204 East Main St. SAN FRANCISCO, 1267 Mission St. SEATTLE, Volker Bldg.

* * *

ATLANTA, Southern Electric Supply Co., 81 Marietta St. BINGHAMTON, Alliance Motor Corp. BUFFALO, Alliance Motor Corp., 1460 Main St. CINCINNATI, Edi-Radio Mart, 622 Broadway CLEVELAND, B. W. Smith, Inc., 6545 Carnegie Ave. DES MOINES, Stoner Piano Co. DETROIT, E. A. Bowman, Inc., 5115 John R. St. GRAND RAPIDS, Morley Brothers INDIANAPOLIS, Peerless Electric Supply Co., 122 So. Meridian St. LOS ANGELES, H. R. Curtiss Co., 727 Venice Blvd. MEMPHIS, Russell-Heckle Co. MINNEAPOLIS, The Belmont Corp., 316 So. 3rd St. NEW ORLEANS, Southern Radio Distributors, 128 Chartres St. NEW YORK, Blackman Distg. Co., 28 W. 23rd St. OGDEN, Proudfit Sporting Goods Co. PHILADELPHIA, Girard Phonograph Co., Broad & Wallace Sts. ROCHESTER, Alliance Motor Corp., 727 Main St., East SAGINAW, Morley Brothers ST. LOUIS, The Cilentone Co., 2342 Olive St. SYRACUSE, Alliance Motor Corp. TAMPA, Tampa Radio Corp. WATERBURY, Sprague Electrical Supply Co.



Announcing the New
GENERAL MOTORS RADIO
with Tone Selector

THE General Motors Radio Corporation announces a complete line of radios and radio-phonographs and introduces an exclusive new development of outstanding importance to every radio listener—the Tone Selector.

The new General Motors Radio measures up to the Standard of Quality established for every General Motors product—and creates a new Standard of Quality for the radio industry. These fine instruments are equipped with the most important new development in radio—the Tone Selector—which brings to radio reception, for the first time, actual *mastery of tone!* And the cabinets of these splendid sets are as distinctive in their appearance as the chassis is in performance.

Every cabinet is modeled after authentic period furniture. Every model displays the genuine charm, beauty and distinctiveness

that only talented design and accomplished craftsmanship can create.

General Motors Radio dealers will be exclusive dealers—that is, they will not handle any other make of radio, but they may have an additional line of business, particularly when located in small towns. General Motors Radio dealers operate in protected territories and receive direct factory co-operation through strategically located zone offices and warehouses.

The General Motors Radio dealer franchise plan provides many desirable new advantages for radio dealers. This plan offers closer factory co-operation and a sounder basis for a permanently profitable business than has previously been available in the radio industry. A request from you will bring complete information.

GENERAL MOTORS RADIO CORPORATION
 DAYTON, OHIO

S T A N D A R D O F Q U A L I T Y

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 20

NEW YORK, WEDNESDAY, MAY 14, 1930

Per Year—\$4.00

RCA STOCKHOLDERS VOTE FAVORABLY ON BIG ELECTRIC DEALS

APPROVE STOCK INCREASE

Shareholders at Special Meeting Sanction Purchases from Westinghouse and General Electric—Companies to Receive Stock in Exchange for Plants, Equipment, Rights and Other Considerations—David Sarnoff Looks for an Improvement in Business—80% of Total RCA Business Comes from Radio Set and Tube Manufacture.

A plan calling for the increase in capitalization and the issuance of additional shares to the General Electric Co. and the Westinghouse Electric & Manufacturing Co. in exchange for plants, equipment, rights and other considerations, was approved by stockholders of the Radio Corp. of America, New York, at a special meeting last week. David Sarnoff, president of the RCA, announced that the corporation would not take title to the new property or transfer the additional stock without giving advance notice to the United States Department of Justice. Mr. Sarnoff added that this in no way signified that the transaction would not be completed.

The books of the Radio Corporation showed that General Electric holds 1,240,530 common and 27,080 Class A preferred shares, and Westinghouse, 210,800 common and 50,000 of Class A preferred. In the transaction, which will make the RCA a complete engineering, manufacturing and distributing unit in the radio set, apparatus and tube business, General Electric will receive 3,948,225 additional common shares, giving it a total of 5,188,755 common shares with one vote for each share. The A preferred shares have ten votes each, giving General Electric 5,459,555 votes, or 31.9 per cent. of the total of 17,116,724 votes, after the deal is completed.

Westinghouse will have 3,342,950 votes, or 19.5 per cent. of the voting strength, giving the two electric companies 51.4 per cent. of the entire votes in RCA.

At the annual meeting of the Corporation, which was held before the special meeting, Mr. Sarnoff told stockholders that he considered business conditions had passed the worst stage.

"As far as the Radio Corporation is concerned," Mr. Sarnoff said, "we have practically disposed of the inventory of merchandise carried over from last year and are manufacturing new models. I look for an improvement in business from now on. About 80 to 85 per

(Continued on page 37)

ELECT 3 DIRECTORS TO THE R. M. A. BOARD

The directorate of the Radio Manufacturers' Association underwent a change last week with the appointment of three new officials to take the place of a like number who had resigned. The Board of Directors of the RMA met May 8th at French Lick Springs, Ind., and elected Herbert E. Young, vice-president of the Grigsby-Grunow Co., Chicago; Clark Coit, president of the U. S. Radio & Television Corp., Chicago and R. J. Emmert, president of the General Motors Radio Corp., Dayton, Ohio.

The three new members of the executive personnel of the RMA succeed B. J. Grigsby, of Grigsby-Grunow Co.; A. G. Messick, U. S. Radio & Television Corp., and H. C. Cox, the Columbia Phonograph Co.

NEW ZENITHS SHOWING IN BRONX AND JERSEY

Next Monday, May 19, an exhibition of the new Zenith radio line by the Mackenzie Radio Corporation for Mackenzie-Bronx dealers will be opened at the Concourse-Plaza hotel in Bronx Borough, New York. Charles Gomprecht, the Mackenzie general manager, will conduct the showing throughout the week, following with a display the succeeding week for New Jersey dealers at Newark. "All our patrons have an immense treat in store for them," said Mr. Gomprecht with respect to the new Zeniths.

SHOW PREPARATIONS BREAK RECORDS FOR ATTENDANCE, SCOPE OF DISPLAYS, R. M. A. DIRECTORY MEETING HEARS

Reports to the pre-Show meeting of directors of the Radio Manufacturers' Association placed the forthcoming Atlantic City event, during the week of June 2nd, as the biggest in every respect in the history of radio.

The number of exhibitors, taking into account the beneficial stabilization which has affected the industry since last year, compares favorably with that of preceding Shows and the area of space which they have taken is larger. For the first time, demonstration facilities for each exhibitor are to be had. The attendance, the reports to the directorate indicated, will be materially above last year's, which was a record-breaker. Dozens of cities have notified Show Bgr. G. Clayton Irwin, of delegations by special car and special train,

WESTINGHOUSE RADIO PLANS AND PERSONNEL DISCLOSED AT MEETING

TRAINED MEN IN CHARGE

Sets to Be Exhibited at R. M. A. Trade Show in Atlantic City—To Conduct Series of Jobber-Dealer Meetings in June—Elaborate Advertising Campaign Is Planned—Company a Pioneer in Industry.

First official details of the radio product and the manufacturing and distribution plans of the Westinghouse Electric & Manufacturing Co., Pittsburgh, were disclosed by officials of the company at a luncheon at the Railroad Club, this city, Friday. Policies, jobbing arrangements, internal organization and dealer distribution plans were also told for the first time at the gathering Friday.

M. C. Rypinski, manager of the Westinghouse radio department, and a well known figure in the industry, has announced the following radio personnel: Lewis M. Clement, assistant to the manager and in charge of commercial engineering and service; C. Hart Collins, merchandising manager in charge of jobbing relations; Ralph B. Austrian, assistant to the merchandising manager in charge of dealer relations; John A. Duncan, assistant to the merchandising manager and in charge of radio sales on the west coast; Frank E. Eldredge, assistant to the manager,

(Continued on page 8)

COLUMBIA TO SHOW NEW RADIO PRODUCT AT ATLANTIC CITY

9-RECORD AUTO PHONO, TOO

Big New York Concern Promises Surprises for R. M. A. Show—Automatic Phonograph to Be Lowest-Priced in the Field.

The Columbia Phonograph Co., New York, has authorized a statement to the effect that its plans covering the distribution of entirely new radio product have been completed. The new models will be shown at the R. M. A. Convention to be held in Atlantic City, beginning June 2nd.

A description of the sets will not be given out until the Show, but it is understood that in the matter of quality and price the instruments will be unusually attractive, both as to performance and in appearance.

Another feature of the Columbia display at the Convention will be the new Columbia automatic phonograph. Automatic phonographs are not new, but the Columbia possesses, it is stated, outstanding novelties which should make it unique. This instrument, equipped with an electric amplifying unit of power, a dynamic speaker of remarkable tone qualities and with the Columbia electric pick-up, will be housed in a small compact cabinet of the console type, of a size which makes it exceptionally available for use in homes or apartments where space is limited. It will be the smallest and at the same time the lowest price automatic phonograph on the market. "It is extremely simple and sturdy in construction and entirely reliable in action. It has a capacity for 9 ten-inch records. Once the records are inserted into the simple mechanism designed to hold them and the power is switched on, the instrument does the rest. As fast as the playing of one record is completed, another is fed into place, and this operation is repeated automatically until all of the 9 records have been produced," the company states. "Thus the owner of this instrument can start it going and then sit down and enjoy uninterrupted program lasting from 30 to 40 minutes and consisting entirely of the music you want, when you want it."

"By the addition of a simple mechanism, furnished as an accessory and easily applied, the instrument can be made to operate as a coin controlled entertainer. Dropping a nickel into the slot will set the machine in operation and serve to reproduce the music—four or five minutes of rendition—on one side of a ten-inch record; or as many reproductions in succession as will correspond with the number of coins dropped into the slot."

The Talking Machine & Radio Weekly

PUBLISHED EVERY WEDNESDAY BY THE PHONOGRAPH PUBLICATIONS COMPANY, 146 WATER STREET, NEW YORK

CURTIS A. WESSEL
Editor

"The Trade's Only Weekly"

SIDNEY E. DAVIS
Manager

EDWARD H. DAVIS, Publisher

Entered As Second-Class Matter April 18, 1916, at the Post-Office at New York, N. Y., Under the Act of March 3, 1879
Annual Subscription Rates: United States and its Dependencies, \$4; Foreign Countries, \$6; payable in Advance. Single Copies, 20 cents.

TELEPHONES: JOHN 2365-2366

CABLE ADDRESS: REGIBID, WESTERN UNION CODE

Vol. 29

NEW YORK, WEDNESDAY, MAY 14, 1930

No. 20

Insurance Against Dumping

So much favorable comment has come from the industry respecting the suggestion made in this place last week proposing Federal legislation requiring frequent and accurate inventory reports that the radio business might properly lead the way by voluntarily showing how the invaluable service can be performed.

It has long been customary among manufacturers, and some of the jobbers, to check trade stocks on hand periodically. One of the best proofs of the high value of the practice is that it is always the first resort in time of puzzlement or doubt. The more perplexed a producer is regarding his immediate future course, the quicker and the more imperative he will be to find out what supplies his trade has on hand. If emergency use of a sound expedient can be made conventional, enormous benefit is ahead.

Now, wholesalers and retailers are apt to be dilatory about responding to a trade census. On the sterling American principle of what's your business is mine what's mine is my own, many a stupid executive rejects the trouble and significance of accurate inventory reports. He estimates to his own satisfaction that if his inventory position is clear, it is a sign of strength and therefore must be concealed from anyone who would conceivably want to sell him something more, and from invidious competition whose strategic position may not be so admirable. If his inventory position is bad, there is all the more reason for secreting the critical symptom from all and sundry, lest the word go round that his enterprise is on the bum.

In all the history of home amusement merchandising a salient fact, however, that has repeatedly been shown is that no man liveth to himself alone. Every jobber and every dealer thrives or perishes in direct proportion to the soundness of the line that he represents. Reasoning further, it is quite plain that a line flourishes in direct proportion to the extent that it meets current demands without a surplus. The only way to establish surplus or deficit is for truthful and comprehensive statistical returns to be made quickly whenever accredited authority asks for them.

One of the strongholds of the automobile industry is its exceedingly reliable information upon the movement of all different makes of cars, specifically to each model number. The State driving license systems provide an exact and rapid check-up, for producing and sales executives alike, upon the passage of product into consumer hands. If there seldom is even a slight over-production of any automobile, the cause is rather the automatic and wholly adequate license knowledge of what is selling and what is not, rather than any omniscience in circles of the trade.

It need not take a license system to establish sufficient safeguard upon radio merchandising but if dangerous conditions persist, the industry would do better to invite such legislation than to try to muddle along without it. For permanent

good and welfare, the trade itself could profitably undertake to pay operator licenses of a trivial amount, providing through such means immediate and accurate data could be had upon the sale of A, B, C, X, Y and Z makes of product. If every purchase of a radio set were commonly recorded, the profit and loss surplus reported in current practice would become as rare an item as the Great Auk in natural history.

Pending legislative sequences, the business can easily act voluntarily in its own defense. Every factory and every jobber can, if it chooses, regularly secure a faithful outline of its trade situation by a dealer report of goods on hand. There are no two sides to the question. Every retailer who persistently fails to report or who inaccurately reports his condition should in a short time be left without anything to report. When that time comes, price-cutting and liquidation will be by-gone evils of radio.

You, and Who Else?

An avalanche in its slide, an airplane soaring for altitude records, the rush of a thoroughbred into the home stretch—all natural and physical hyperbole and metaphor turn meaningless as comparative expression of the interest which the business nationally is arousing in respect to the 1930 Trade Show beginning June 2nd in Atlantic City, N. J.

From every quarter of the land they will come, and in quantities far surpassing the 1929 attendance record of more than 30,000. Anyone who calculates to the contrary knows nothing of the mental attitude of radio. With full allowance for the extravagance of phraseology in the craft, it cannot be gainsaid that unprecedented scope, business significance and carnival facilities mark the coming event.

Where there have been five hotels heretofore to house the throng, Atlantic City offers more than eighty. Where the Show itself has heretofore been split into three exhibition units without demonstration equipment, in Atlantic City it will be concentrated in one of the largest auditoriums under a single roof in this country and every exhibitor who shows merchandise can operate it for the buyer on the spot. Where the routine amusements of a metropolis have been the source of recreation and entertainment for the Show-goer heretofore, Atlantic City stands illustrious as The Playground of the World. And where, it might modestly be added, The Trade Show and Convention Daily, palladium of wisdom and wit for the stranger in a strange land, heretofore has been just The Trade Show and Convention Daily, at Atlantic City it will be The Trade Show and Convention Daily published by THE TALKING MACHINE and RADIO WEEKLY.

It is probably dull, futile and repetitious to urge you to come. You are coming. What might be more to the point, is to remind you to bring with you some one or more of your staff who have never seen a Trade Show before. For the first time, unlimited living accommodations are available for extra guests. For the first time, you will not have to possess pull,

influence or a drag to get your assistant, your brother-in-law or your banker comfortably bedded down if you bring any or all of these unexpectedly at the last minute.

It is among the quick mental assets of everyone in the line to have seen a Trade Show, to have seen all of them for comparative reckoning is even more essential. If you have anyone working for you who will not see Atlantic City during the week of June 2nd, he cannot possibly be as interested, proficient or profitable hereafter as if he had.

Action Imperative Now

It is just two weeks to the appearance of the Trade Show Special Issue of THE TALKING MACHINE and RADIO WEEKLY and judging by the record, some advertisers do not yet know what they will say to a vast audience eagerly reading the most favored publication in the trade. They know they are going to be in it; they have space reserved—a few are deficient even in this detail and will soon be making the wires hot as though Time could be stopped for their use and benefit—but oh, the poor fellows who do not know yet what they want to say! It is as though their remarks in a din of selling were going to ring clarion-like as Gabriel's horn.

Isn't the main purpose still available, to say something, and to say it in arresting fashion? Isn't it better to shout, "Here's where to buy our merchandise!" and make it conspicuous and plain than to wait for a trick idea which won't come until it is too late? Is it better to say something so everyone can hear you, or to say nothing because you can't bring down the house?

THE TALKING MACHINE and RADIO WEEKLY will be the most widely read publication at the Show because it is always the most widely read radio trade paper on every occasion. It will have, plus complete Show news, the last-minute events in the general trade to the opening of the Auditorium and no other paper will have them.

If you have not instructed us fully about your advertising in the May 28 issue, your appearance is now a matter not of hours but of minutes. Telephone, or telegraph. You can still get quicker action and more prominence in "The Trade's Only Weekly" than in any other journal in the business.

DEALERS SAY "NO," MANUFACTURER SAYS "YES" TO DISCUSSION BY "TRADE'S ONLY WEEKLY" OF PROSPECT FOR SHORTER DISCOUNTS

DEMAREST'S

Springfield's Leading Radio and Victrola Shop

Springfield, Mass., May 5, 1930.

Editor,

THE TALKING MACHINE and RADIO WEEKLY:

We regret to note your editorial of April 30 advocating shorter trade discounts.

This policy, if it has results, will have a tendency to force good dealers out of radio retailing and we believe it is a very serious matter for trade publications to advocate so suicidal a course.

We call your attention to the enclosed item regarding Ford Discounts being increased.

Very truly yours,
R. E. DEMAREST,
R. E. Demarest Co., Inc.

AMERICAN BOSCH MAGNETO CORPORATION

Springfield, Mass., May 6, 1930.

Editor,

THE TALKING MACHINE and RADIO WEEKLY:

May I again compliment you on the editorial entitled, "If the Public Gets It Anyway," in your issue of April 30th. It hits the nail on the head, as usual, and we all read it here with a good deal of interest.

Yours very truly,
MORRIS METCALF,
Vice-President and Treasurer.

RCA STOCKHOLDERS IN MAJORITY RULING TO ADD TO COMMON STOCK

At the special meeting of stockholders of the Radio Corp. of America held at 233 Broadway, last week, David Sarnoff, president of the corporation, stated that the meeting was for the purpose of authorizing an increase in the capital stock of the Corporation in connection with the program of unification previously announced. The number of shares voted in favor of the project represented a substantial majority of the outstanding preferred and common stocks of the Corporation, it was stated.

Mr. Sarnoff told the stockholders that the proposed unification program is in the public interest industrially and economically, and that the Corporation has been advised by counsel and was confident that both the basic agreements from which the Corporation derives patent rights and the proposed action are entirely within the laws of the United States. However, in order that the Federal Government might have full opportunity to make any test,

whether by court proceedings or otherwise, of the legality of the Corporation's position, the president of the Corporation had advised the Department of Justice that the delivery of the deeds, bills of sale and other documents necessary to effect the contemplated conveyances of property and of the stock of the Corporation to be issued therefore, would not be made without giving the Department of Justice advance notice.

At the annual meeting of stockholders which was also held last week, the following were re-elected to serve as directors of the Radio Corp. of America for a term of three years, expiring May, 1933: Cornelius N. Bliss, Paul D. Cravath, Albert G. Davis, Harry P. Davis, James G. Harbord, Owen D. Young.

FRED SPARER RENAMED NEW JERSEY MANAGER FOR COLONIAL RADIO

Fred Sparer, New Jersey district manager for the Colonial Radio Corp., Long Island City, who has just closed a successful season, has been re-appointed to lead Colonial in the Jersey territory for the coming season, it was reported at headquarters last week.

ATLANTIC CITY MERCHANT SAYS TRADE SHOW WOULD PLEASE HIM MORE IF IT PUT KICK INTO THE BUSINESS INSTEAD OF HIS ARM VAN DOREN-HEMPEL CO.

Atlantic City, N. J., May 8, 1930.

Editor,

THE TALKING MACHINE and RADIO WEEKLY:

We are interested always in your sheet when it appears as we like the news hot off the griddle, as it were, but your issue of the 7th contained an article that explained how elaborate an entertainment plan was being worked out by the different manufacturers for their jobbers and dealers; how much money was going to be spent, etc., etc., etc.

We are going to ask you, for what is this money being spent? We know, and it shapes into petty jealousies—foolish competitive practices and in fact dam foolish waste of money that does the radio business as a whole not one item of good. We here in Atlantic City are in the same position other retail merchants are in other parts of the country. We need progressive programs on the air—better broadcasting features, etc., to invite radio enthusiasm—to encourage the public to get excited enough to be interested in radio so that sales will be in order.

Think of what a difference it would make in sales were all these manufacturers to get together and pool the money they are going to throw away down here and put this into one week of SUPER BROADCASTING. Of letting the entire world know that the radio industry believes in letting the users and prospective users of radio enjoy a SUPER week of wonderful entertainment. Let every artist who ever went on the air (who ever enjoyed a dollar from the air) do his or her stuff in his or her best fashion and all for the small sum of nothing to put this week over with a bang, making it the biggest thing that ever came over the air.

Think of the possibilities of this? Grasp this thought for a minute and see if the benefits can be compared when you understand what they are trying to do and what could be done with the money they intend to throw away. After all, is any dealer going to drop any real good line to take on another because some manufacturer gives said dealer a so-called good time for a week. Sounds sort of foolish when one gets right down to it.

What good is this show going to do radio as a whole as it is planned? Think of what good could come from it if they used good common sense instead of crying to foolishly outdo each other in the eyes of dealers and jobbers who after all do not control a single sale as far as business is at present. We believe you agree we need KICK in the business and the sort of KICK you need is the kind that will make the public want radio—want it now, not next year or later but every day in the year starting at once and the time to let this KICK start is now with the money they are going to spend right here in our town.

How will John Smith in Bangor, Maine, be helped in his sales by a rolling chair ride—a boat ride or a free theatre ticket and possibly a free drink of SODA WATER from private spikots. Instead of fighting among themselves with such foolish spending of money as they plan they should pool this as stated above and let the world enjoy the best week of radio that ever cut loose and have folks anxious enough to hear the week to dig down and spend real dollars for sets to hear the entire program.

Of course we are only poor little dealers down here and maybe our thoughts are not along progressive lines and maybe we are all wrong as to what it is all about but we know one decided thing and know it only too well and that is something better be done to boost sales or the smoke will stop coming out of some of the chimneys of quite a few manufacturers of radio sets.

It is no doubt too late to correct this at this time but there will be other shows and other years and if you care to publish this letter it may plant a seed that will bring results later on. If we were foolish in our thought we would say nothing and let them throw their money away in our town doing the industry as a whole no earthly good but we just EAT, SLEEP and believe in radio and the entire business in general and we know only too well it needs a decided shot of pep at this time.

Yours very truly,
VAN DOREN-HEMPEL CO.,
Per C. A. Van Doren.

Personals

General Sales Manager Tobey, of the Dubilier Condenser Corp., New York, returned from a short trip on Saturday.

Irving E. Cohen, executive secretary of the Better Radio Merchants Bureau, has returned from a tour through Pennsylvania and South Jersey.

Don Mackenzie, of the cabinet manufacturing firm, Hawley & Mackenzie, is expected back at New York headquarters this week following an extended trip through the south and middle west.

Maurice Despres, of the manufacturers' representative firm of Despres & Jacobs Co., returned to the New York offices of the company after a visit to the manufacturing trade in Chicago last week.

H. E. Capehart, president of the Capehart Corp., Fort Wayne, Ind., maker of automatic Orchestropes and Amperions, stopped off in New York Friday night on his way from Newark to Providence.

George J. Seedman, president of the prominent Brunswick distributing organization bearing his name, returned to the Brooklyn headquarters of his company last week from a trip to Pennsylvania.

Jack Leban, vice-president of the Van Horne Tube Co., of Franklin, Ohio, was in Los Angeles last week and writes that he is concluding his tour of the Western coast and will be present at the Atlantic City convention, plus a coat of tan.

Paul J. Landemere, newly appointed secretary and director of the Essex Distributing Corp., Newark Fada jobbing organization, was introduced to the Essex staff at a dinner party at the Newark Athletic Club last Wednesday night. H. Harry Lippe, president of the wholesale firm, tendered the dinner.

Harry Wise Elected Martwel Corp. Official

Harry Wise, formerly associated with the Wextark organization, is now vice-president of the Martwel Corp., New York, national sales representatives for the Cable Radio Tube Corp., maker of Speed tubes. Mr. Wise succeeds Paul S. Weil in this post.

Mr. Weil is now advertising manager of the Cable organization, but will continue to represent the Martwel Corp. in the metropolitan district.

The Martwel firm, which is headed by Martin Zatulove, also merchandises radio sets throughout the national market.

APPLIANCE SALES CO. IS IN DIFFICULTIES

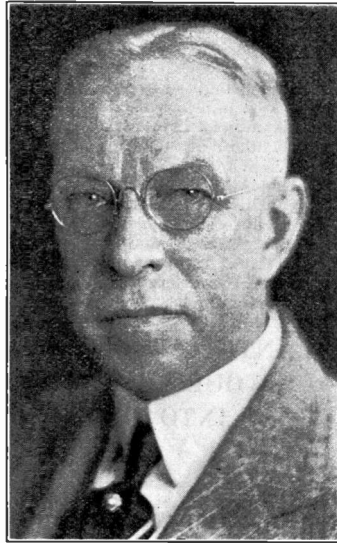
A petition in bankruptcy was filed last week against the Appliance Sales Co., retail radio organization, of 62-23 Roosevelt avenue, Queens, L. I. Hector Wright is head of the firm.

Westinghouse Radio Plans and Personnel Disclosed at Meeting

(Continued from page 5)

in charge of government business, associated interests and internal organization activities; Leroy W. Staunton, assistant to the manager in charge of advertising and sales promotion.

Mr. Rypinski was manager of the



H. P. Davis

radio department of the Westinghouse organization in 1920 during the earliest pioneering days of Westinghouse in radio. He was connected with the Pittsburgh manufacturing firm for sixteen years, and resigned to become vice-president of the Kolster-Brandes com-



M. C. Rypinski

panies, which position he held from 1922 to 1928.

The distribution of Westinghouse radio will be conducted through agent-jobbers, Mr. Collins reported. Jobbing territories have already been established. Information as to advertising plans and general dealer policies will be disclosed at the RMA Trade Show at

Atlantic City during the week of June 2. In a statement, Mr. Collins said in part:

"We at present anticipate holding jobber-dealer meetings about the middle of June and arranging as quickly as possible thereafter for all prospec-



LeRoy W. Staunton

tive dealers to see and hear the new Westinghouse radio."

Mr. Collins was the founder of C. Hart Collins, Ltd., manufacturer of radio sets in Great Britain. He was one of the original group of founders of the British Broadcasting Co., and a pioneer member of the British Radio Manufacturers' Association and executive council. He joined the Westinghouse organization in April.

Mr. Austrian has been merchandising radio since the early days of the



C. Hart Collins

industry, and is well acquainted with dealers' distribution problems. "It is the desire of the radio department," he declared, "to appoint a limited number of dealers to present the Westinghouse radio to the public. Insofar as possible, dealer distribution will be so limited that each dealer will have a profitable area in which to operate without the unnecessary conflict with

(Continued on page 32)

Seedman Organization Enthusied Over Brunswick Plans, Potential Sales

George J. Seedman, veteran radio wholesale executive and head of his own Brunswick distributing organization in Brooklyn, N. Y., stated to a representative of this publication on Monday that never before has he seen any line accorded the reception similar to that which the trade has welcomed Brunswick. Mr. Seedman further said: "I have never before experienced the spontaneous enthusiasm for a radio line that Brunswick seems to enjoy with dealers everywhere. The trade, generally, is expecting big things of Brunswick especially since the entrance of Warner Brothers into the Brunswick picture. They not only have a right to expect unusual things of this new big, aggressive combination, but they are going to get them.

"I have been advised by the company of just a few of the things being planned for the new line which will be announced at the June radio convention in Atlantic City and there is no exaggeration to say that when I heard of some of the things being contemplated, the magnitude of the operations literally took my breath away.

"We have made it possible for Brunswick dealers to give as souvenirs autographed photographs of such stars as Al Jolson, John Barrymore, Marilyn Miller, Alice White, Richard Barthelmess and other equally famous movie personages. It is surprising how quickly and favorably the average person reacts to the thrill of possessing these fine photographs. Furthermore, there are many other plans under way to publicity made possible by Warner Brothers access to the tremendous movie audiences. In view of these great advantages toward gaining consumer preference, it is conceded throughout the trade that the position of Brunswick radio will be a pre-eminent one during the present season.

"I have never seen in my organization, not only the salesmen, but every other member of it, so enthusiastic about any line of merchandise distributed by our company. Nor do I remember ever having seen them work quite so hard in shaping sales promotion plans and planning dealer service with a view toward making the line a most desirable one for Brunswick dealers.

"We are looking forward to the biggest year in our history and hope the cooperation we are able to lend to the Brunswick picture will help to portray to the dealer in some measure the great profit possibilities of featuring Brunswick radio this year."

North American Radio To Exhibit New Zenith Line from May 19-23

The new "70" line of Zenith radios will be exhibited to the metropolitan trade for the first time at the Hotel Knickerbocker, 120 West Forty-fifth street, New York, from May 19 to May 23, inclusive, under the auspices of the North American Radio Corp., metropolitan distributor for the Zenith Radio Corp., Chicago. All dealers in Manhattan, Brooklyn, Long Island and Staten Island have been invited to view these newest of Zenith sets.

The exhibit at the Knickerbocker will be open daily from 10 A. M. to 10 P. M.

LARRY E. GUBB NAMED EASTERN SALES HEAD FOR PHILCO COMPANY

Larry E. Gubb, well known throughout the radio industry, has recently been appointed Eastern sales manager for Philco radio through the consolidation of the New York, New England and East Central Divisions, two of the largest Philco divisions in the country.

Mr. Gubb was formerly division manager of the East Central Division for the Philadelphia Storage Battery Co., with headquarters in Buffalo, N. Y. He has been associated with Philco



Larry E. Gubb

for about ten years and is a pioneer in the merchandising of radio. His experience in this field dates back to the old storage battery and socket power days.

Mr. Gubb has established headquarters in New York, and branch offices in Cleveland, Cincinnati, Pittsburgh, Buffalo, Syracuse and Boston. He is also head of a separate Canadian company with headquarters in Toronto.

With the recent consolidation of Philco divisions, T. A. Kennally has been named assistant division manager with headquarters in Cleveland, O.

Reduce List Price on Brunswick Combination

Chicago, Ill., Monday.

It was disclosed today by A. A. Trostler, sales manager of the radio-Panatrope division of the Brunswick-Balke-Collender Co., this city and New York, that the 1930 four screen-grid radio combination model in the Brunswick line, has been reduced to a list price of \$185, effective immediately.

AETNA STORES TAKE ON GENERAL MOTORS SET

The Aetna Radio & Electric Shops, with stores in Mount Vernon and at 157th street and Third avenue, New York, have taken on the General Motors radio line exclusively. Irving and Fajens operate the Aetna stores.

WM. A. SUTTERS FILES BANKRUPTCY PETITION

William A. Sutters, 73 Utica avenue, Brooklyn, formerly in the retail radio business, filed a petition in bankruptcy last week. His liabilities are about \$2,500. No assets are listed.

Ken-Rad Tube Sales Embody Profit, Says R. E. Smiley, on Visit

Richard E. Smiley, sales manager of the Ken-Rad Corporation, makers of Ken-Rad radio tubes at Owensboro, Ky., was a visitor in New York the latter part of last week, looking over the Eastern territory in the interest of the well known line. "Ken-Rad tube policies are winning widespread acceptance in one important territory after another," said Mr. Smiley, "and the views which Mr. Roy D. Burlaw, the founder of Ken-Rad, entertained as to the soundness of the tube business when conducted upon a profit basis by the distributor and dealer are being vindicated. Our sales policy is that, with quality product such as Ken-Rad's comprehensive experience in electric lamp manufacture assures, the wholesaler and the retailer are as entitled to tube profit as they are to set profit. If \$100 or \$125 be the average cost of a set, the dealer will find that within four years' ownership the set owner has expended for tube replacements as much as the set itself cost him. Such valuable repeat business deserves a profit, for in 1929 it amounted in gross tube sales to \$202,000,000. We have proved again and again in hotly competitive zones that the sale of Ken-Rad product can be conducted at a gratifying profit to all concerned. Just as surely as the entire radio business realizes this, the tube business in general and our share in particular will be upon the flourishing basis which its importance in the public's service warrants."

Paul Landemere in Executive Post With the Essex Distributing Corp.

Paul Landemere, formerly for many years general manager of the New Jersey Radio Co., Newark, has been elected secretary and a director of the Essex Distributing Corp., Fada wholesaler with headquarters at 40 William street, Newark.

Mr. Landemere will direct the sales and promotion of Fada radio for Essex, which company for the past seven years has been the F. A. D. Andrea, Inc., jobber in Newark. Prior to Mr. Landemere's connection with the New Jersey Radio, he had been for nine years treasurer and director of the Splittorf Electrical Co.

H. Harry Lippe, Essex president, stated on Monday, commenting on Mr. Landemere's joining the company: "We feel that a real constructive cooperative service of mutual interest to the dealers in northern New Jersey and ourselves will result from this connection."

Triangle Fada Exhibit At Pennsylvania Hotel To Open Next Monday

The new Fada set line will be exhibited to members of the trade at an advance showing at the Pennsylvania hotel, New York during the week of May 19, under the auspices of the Triangle Radio Supply Co., 381 Fourth avenue, New York.

The line comprises five sets, including a radio-phonograph combination. List prices are from \$159 to \$328, less tubes.

Radio Mass Meeting at McAlpin Hotel May 22; U. S. Senators to Speak

A radio industry mass meeting will be held at the McAlpin hotel, New York, Thursday evening, May 22, under the auspices of the Better Radio Merchants Bureau. Manufacturers, jobbers, salesmen and dealers have been invited to attend this gathering.

The purpose of the meeting, according to Irving E. Cohen, executive secretary of the association, is to discuss ways and means of approaching the United States Department of Commerce who will be asked to call a Federal trade practice conference.

Speakers at the meeting will include United States Senators Cope-land, Capper and Kelly, Chief Justice Timothy Leary of the New York Municipal Court, and J. Newcomb Blackman, head of the Blackman Distributing Co., and president of the National Federation of Radio Associations. Senators Capper and Kelly are the authors of the proposed Capper-Kelly price bill.

Officers of the Better Radio Merchants Bureau in addition to Mr. Cohen are Moe Goldsmith, president; Archie Mayers, vice-president, and Sidney Vorzimer, treasurer. Headquarters of the association are in the General Motors building.

Roxy Music Stores Observe Acquisition Of G - M Radio Line

Friends of the Roxy Music Stores, Inc., attended a banquet and dance at the Franklin Casino, 861 East 162nd street, New York, last Saturday night in honor of the appointment of the Roxy stores as representatives of the General Motors Radio Corp. The gathering also marked the introduction of General Motors radio to the public.

Speakers at the affair included Keith L. Saunders, metropolitan zone manager for General Motors radio, who related the incidents which preceded the entry of General Motors into the radio field; Irving E. Cohen, executive secretary of the Better Radio Merchants Bureau; E. B. Ingraham, head of the Times Appliance Co., Inc., New York, Westinghouse radio distributor, and Nathan Sauberman, head of the Roxy Music Stores, Inc. Morris J. Hacker, a member of the Roxy firm, acted as toastmaster. Other members of the Roxy firm are Louis Sauberman and Lewis J. Slavin.

George J. Eltz Joins Gotham Jobbing Firm

The Continental Radio Corp., of 160 Varick street, New York, Radiola distributor for the past ten years, announces the election of George J. Eltz, Jr., as vice-president of the company.

Mr. Eltz comes to Continental from both the manufacturing and jobbing fields, resigning his position as manager of the radio division of the Sterling Manufacturing Co., of Cleveland, to take up his new work. Previous to this he was vice-president of the Freshman company. As a distributor his experience dates back to the early days of radio when he was general manager of the radio division of the Manhattan Electrical Supply Co. from 1920 to 1927.

NORTH JERSEY DEALERS HEAR H. E. CAPEHART AT NEWARK MEETING

IS ON NATION-WIDE TOUR

Fort Wayne Orchestrope and Amperion Manufacturer Reports April Shipments Largest in Company's History—Capehart Party Making Trip by Airplane.

Newark, N. J., Saturday.

Some fifty-five Capehart dealers and their salesmen were guests at a dinner meeting held at the Elks Club, here, last night, under the auspices of the Capehart Corp., Fort Wayne, Ind., maker of the automatic Orchestrope and Amperion. H. E. Capehart, president and general manager of the Fort Wayne manufacturing organization, was the guest of honor and principal speaker.

The gathering was one of a series being conducted by the Capehart Corp. throughout the country. Nine meetings are being held on the present tour by Mr. Capehart, who is making the trip by plane.

The Capehart party, which in addition to the president, includes J. A. Darwin, eastern regional manager, and R. G. Norman, assistant to the president, came on to Newark from Philadelphia, where a meeting with seventy-five dealers present, was conducted Thursday night at the Ritz Carlton hotel.

After an overnight stop in New York, the Capehart party boarded the plane for Providence, where a meeting will be held at noon today (Saturday). From the Rhode Island metropolis, the group will continue to Boston for a gathering this evening (Saturday). Similar meetings will be held in Albany, Sunday; Syracuse, Monday noon; Buffalo, Monday night, and Cleveland, Tuesday night. The party will return to factory headquarters on Wednesday. Before coming east, a meeting was conducted in Cincinnati on Tuesday last.

J. R. Zimmerman, North Jersey district manager for the Capehart Corp., was toastmaster at the local meeting. Mr. Capehart in his address disclosed that his company last month shipped more instruments than in any other month in the history of the organization.

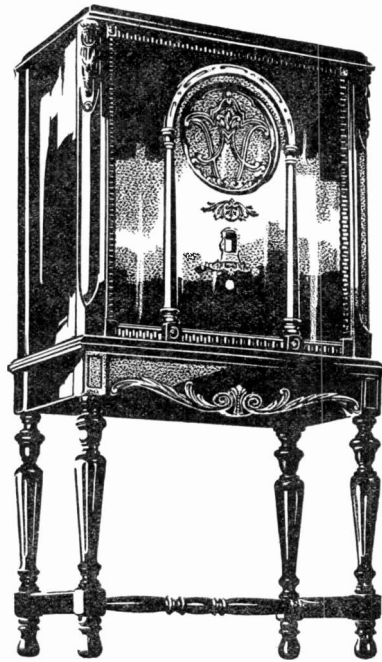
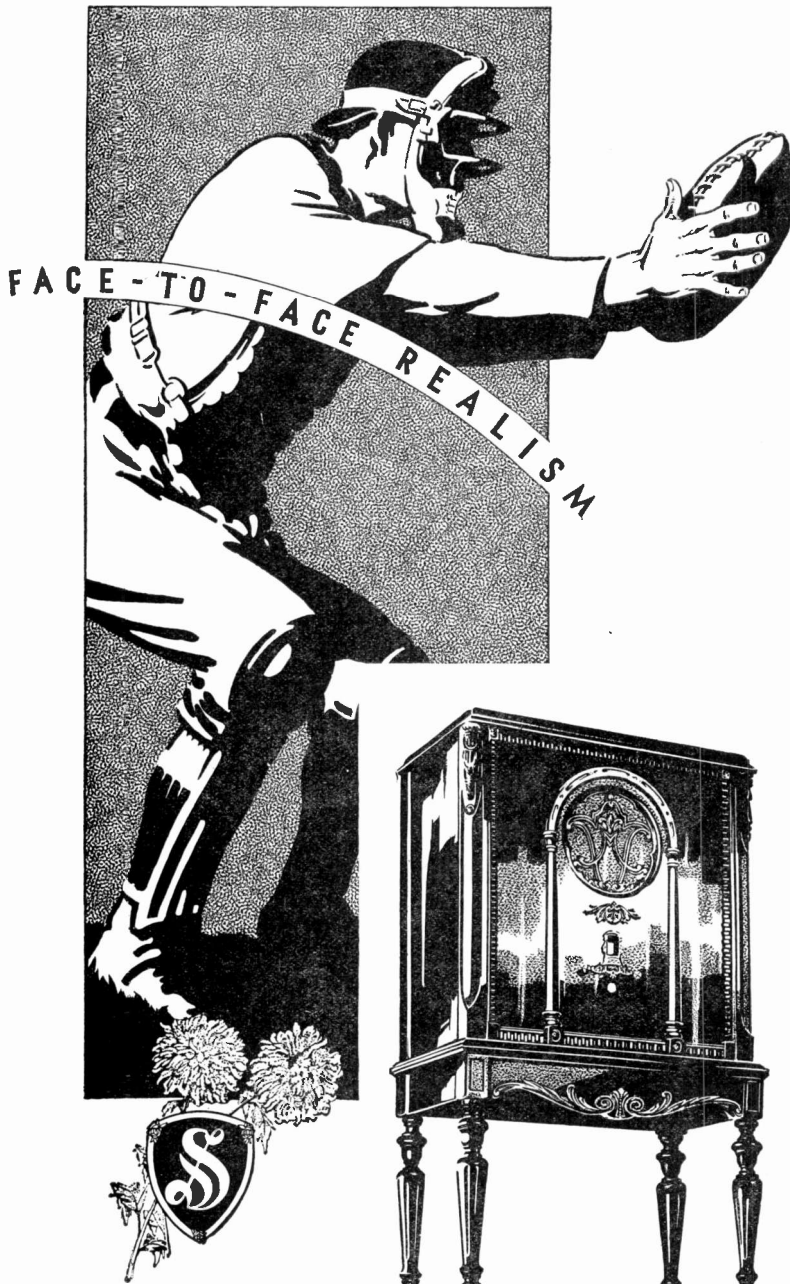
After giving a brief history of the company, Mr. Capehart traced the changing trends in merchandising musical instruments, and made some practical suggestions for selling Capehart commercial and home instruments. He also announced that his company will shortly start a weekly radio broadcast series over the entire Columbia chain.

He enumerated the many opportunities open to dealers in selling Capehart instruments and said that the prospects in sight for the sale of automatic phonographs and radio combinations are now greater than ever. Mr. Capehart stressed sales by home demonstrations.

R. C. Vaughn, New York Capehart manager, and formerly in charge of the Jersey territory, was also a speaker.

BANKRUPTCY PETITION AGAINST A. WALDMAN

A petition in bankruptcy was filed last week against Arthur Waldman, 1317 Avenue U, Brooklyn, dealer in radio and electrical merchandise.



STEPPING AHEAD . . .

Step by step with Sparton in its remarkable march to a position of leadership in radio, our organization has marched to an equally strong position in Buffalo and the Rochester territories. For 1930-31 we believe that Sparton has more to offer to dealers than any other radio manufacturer. We believe also that we of the H. B. Alderman, Incorporated, have more to offer in product, counsel and cooperation to dealers than any radio organization centralized in these territories.

Phone or Write

H. B. ALDERMAN, Inc.

67-71 W. Mohawk Street, Buffalo

75 Broad Street, Rochester

Distributors in Western New York and Northern Pennsylvania for

SPARTON RADIO

"Radio's Richest Voice"



PLANNING BIG THINGS

In taking over the distribution of Sparton Radio in the Toronto, London and Ottawa territories we were guided by the same factors that should guide every dealer in the selection of a franchise. Facts about Sparton in our possession will open the eyes of every clear-seeing radio merchant who is trying to look into the future. We have a story for you that may change your entire way of thinking and selling. Hear it, by all means.



Phone or Write

CROSS, PURSER, BULL, Limited

504 KING STREET, WEST, TORONTO

Branches in London and Ottawa

Exclusive Distributors in Ontario for

SPARTON RADIO

"Radio's Richest Voice"

SPRING VOLUME UP TO EXPECTATIONS IN MEMPHIS ZONE

Memphis, Tenn., Saturday.

Music stores interviewed by the TALKING MACHINE and RADIO WEEKLY correspondent state that business has been about as good as usual at this season.

Orgill Bros. & Co., wholesaler in radio lines, has acquired a large brick warehouse on Pearl street and ICCR, Jackson, which will be used as an addition to its present business in Jackson, Miss. The Memphis location is on Calhoun, near the Grand Central. RCA Radiotrons are distributed along with accessories. The structure at Jackson acquired by Orgill is known as the Morrison building.

RCA Radiotrons are also distributed in the Memphis district by the O. K. Houck Piano Co., 103 S. Main; and by the Reichman-Crosby Co., 223 S. Front street.

Haverty Furniture Co. now occupying part of the old Rosenbaum and Mendel stand on S. Main, across the street from its store at S. Main and McCall, which was badly gutted by fire a few weeks ago, hopes to re-occupy the structure sometime during the summer. The owners of the building are preparing to start work at once rebuilding the six story building. The old stock was disposed of and is being handled on S. Main near Beale and in its present temporary location a new stock has been installed. The Haverty store is an active dealer in phonographs and radios.

Saul Bluestein, head of the Melody

Music Shop, 13 S. Main, reports business very good though the season on a whole is backward on account of weather conditions. Mr. Bluestein is leaving tomorrow for Chicago and will also visit several factories in the central and eastern states. The Melody shop sells the Victor and Majestic radio, Brunswick, Columbia, Okeh and other records, along with band instruments, etc.

Wayne Sinks Co., here, 182 Mission avenue, is one of the active dealers in radio and Frigidaire.

W. P. Galloway Co. is another Memphis concern that is featuring Frigidaire in a big way in this territory.

Reid Music Shop, at Brownsville, Tenn., located on the Public Square shows the Victor Orthophonic, Majestic radio, Frigidaire and a good assortment of stringed instruments and accessories.

C. E. Freeman, of the American Cafe and Music Co., at Martin, Tenn., is a dealer in Majestic radio. He also handles the Frigidaire.

Hunt Bros. Furniture Co., at Trenton, Tenn., has undergone extensive remodeling of late.

The New Bry's, at Memphis, is featuring the Frigidaire with good success.

The Radio Co., 178 Union avenue, Memphis, maintains an expert service department in connection with its radio sales.

Metyier Radio Co., 189 Union avenue and 3417 Summer avenue, Memphis, has modern demonstration rooms at both places.

Bruner-Denman Radio Co., 1120 Union avenue, is one of the suburban stores featuring Silver radio.

Folsom Radio Co., 1955 Poplar avenue, is another suburban store, located just across from Overton Park. It features the Crosley line.

—C. G.

Victor Official Gives Hints on Record Sales

Camden, N. J., Thursday.

Some hints on how to promote the sale of Victor records during the scheduled public Victor record exchange period from May 12 to May 31 were given yesterday to dealers by W. G. Porter, manager of disc sales for the Victor Division of the RCA Victor Co., Inc.

Among the suggestions made by Mr. Porter were: Use the telephone; use the ready-made ads in local newspapers furnished by Victor; send out post cards; set up a barrel inside the store window or outside the store and in this barrel place all old records brought in for exchange; display new discs on the counter; tie-up the record exchange with the Record-of-the-Month Club; persuade customers to use credits from returned records against the purchase of the Musical Masterpiece Set; use every opportunity that presents itself to talk up the exchange.

LARKINS AND ROSE, OF UNIVERSAL STAFF, TO GO ON PHILCO SAIL

Joe Larkins and Eddie Rose, covering Nassau and Suffolk, and Bronx counties, respectively, for the Universal Radio Co., Philco wholesale distributor with headquarters at 536 Bergen avenue, New York, will be included in the Universal party attending the annual convention-cruise to Bermuda to be held late this month.

The trip for the two popular Philco boosters is in the nature of an award

M. W. Craddick Completes Halsey Co. Personnel; To Push Sparton Set Sales

Newark, N. J., Thursday.

Myron W. Craddick, newly appointed director of sales for the Halsey Supply Corp., 228 Halsey street, this city, New Jersey distributor for Sparton radio, product of the Sparks-Withington Co., Jackson, Mich., has announced his company's sales personnel for the coming season. The Halsey staff and the territory covered by each man is as follows:

Jerry Kraker, south Jersey; Milt Rose, department stores and chain accounts; John Engler, Union, Somerset and Mercer counties; Joseph Hecht, Bergen county in New Jersey, Staten Island and Rockland county, New York; Thomas Condon, Morris, Sussex, Hunterdon and Warren counties; Norman T. Jones, Hudson and Passaic counties, and George Hoffman, Essex county. Jones and Hoffman were formerly members of the sales staff of the Mackenzie Radio Corp., New York, with which organization Mr. Craddick was associated for a number of years as sales manager.

Present Halsey plans now under way are expected by officials of the firm to keep the local distributing organization in the forefront among Sparton jobbers.

for their arduous and successful efforts in putting Philco over big in their respective territories, it was stated on Monday by A. Stanley Simons and Edward M. Reilly, executive heads of the Universal company.

MACKENZIE RADIO CORPORATION

Twelve - Twenty - Five Broadway
New York City

DISTRIBUTORS

ZENITH
AUTOMATIC
—LONG DISTANCE—
RADIO

The Bronx --- New York State
--- Northern New Jersey

QUALITY RADIO RETAILS PROFITABLY!

The line that not
only "looks good"
at the beginning
of a season, but
that makes good
thruout a season.

ZENITH
AUTOMATIC
—LONG DISTANCE—
RADIO

NORTH AMERICAN RADIO CORP.
1845 Broadway • New York

• Distributors for — Manhattan — Brooklyn — Long Island — Staten Island

First Trade Showing

**NEW 70-LINE
ZENITH RECEIVERS**



**MAY 19TH TO 23^D INCLUSIVE
10 A. M. TO 10 P. M. DAILY**

Hotel Knickerbocker

120 WEST 45TH STREET · NEW YORK
(Between Broadway and 6th Avenue)

**ALL DEALERS IN MANHATTAN ·
BROOKLYN · LONG ISLAND · STATEN
ISLAND · ARE CORDIALLY INVITED**



NORTH AMERICAN RADIO CORPORATION · Wholesale Distributors
1845 BROADWAY · NEW YORK

F. P. TUFTS NAMED SALES MANAGER OF WAGNER RADIO CO.

Indianapolis, Ind., Saturday.

Adolph Wagner, president of the Wagner Radio Co., Philco distributor, announces the appointment of Frank P. Tufts as sales manager of the company. Mr. Tufts has had many years' experience in both retailing and wholesaling of radios.

Stewart's Radio, Inc., has discontinued its store at 3510 College avenue and moved the stock and fixtures to the Main establishment at Thirty-eighth and Illinois street where personal attention and more prompt service can be given to its customers.

James Burkhalter, radio dealer of Kokomo, has filed a voluntary petition in bankruptcy, listing indebtedness as \$3,254 and assets \$1,124.

The radio retail dealers of Lawrence County have formed an organization. Incorporators are Robert L. Leahy, James S. Culhan and Gilbert F. Baker.

The Jacobs-Sweringen Music House, Inc., Fort Wayne, has been incorporated with a capital stock of 1,000 shares of common, no par value. Incorporators are George Jacobs, Sr., Howard H. Van Sweringen and George W. Jacobs, Jr.

The Gladys Alwes Music Shoppe has been established at 33 Monument circle. Miss Alwes has a wide acquaintance in the music trade, having had charge of the sheet music department of the Fuller-Ryde Music store for several years.

Independent Retailers Radio League

has been incorporated, with no capital stock; objects, create a feeling of good will among its members and promote their interests and provide entertainment of the highest class for the public. Incorporators are Thomas J. Johnson, Michael F. Edelson, David B. Edelson, Thomas Warrilow and Harry Mayer.

Thieves recently visited the D. K. Lutes Hardware store, 3818 College avenue, for the second time within several weeks. A radio set, several radio tubes and batteries were included in the list of articles stolen. Entrance was made through windows in the rear of the store.

The Swain Radio Service, 670 East Forty-second street, has added a gift department.

The River Park Radio Shop, 2220-22 Mishawaka avenue, South Bend, has purchased the Majestic Radio Shop, 223 South Main street. Cecil Kindig will manage the Majestic Shop and Otto F. Schneider, former manager of the store, will have charge of sales. Carlton Kindig will be manager of the River Park Shop.

The Ever Ready Radio Store, South Chestnut street, Seymour, has moved into its new location in rooms formerly occupied by the Interstate Public Service Co. The new quarters are ideally suited to the business, being commodious and light and present a most attractive appearance with the large stock of radios on display. The Ever Ready Radio Service was established in August, 1928, in a small building on Second street. Soon these quarters were outgrown and the firm moved into its recent location and conducted business there so successfully that expansion called for larger space. The business was founded by Russell Hamer

C. E. Bailey President Sees Big Lyric Year in New England Territory

Boston, Mass., Thursday.

The C. E. Bailey Co., 98 Brookline avenue, this city, exclusive distributor for Lyric radios, a product of All American-Mohawk, in Massachusetts, Maine, New Hampshire and Vermont, is entering with confidence its second year as distributor of Lyric, Clayton E. Bailey, president and treasurer of the local concern, stated today. Mr. Bailey said in part:

"The policy of the Bailey company has proved to be correct and it is certainly gratifying to be assured by our many dealers that they appreciate the sincere methods which our firm used in our earnest efforts to perform the proper functions of a distributor. No Lyric dealer in New England was ever forced to buy a certain number of Lyric radios and the good dealers whose patronage we enjoy are those who have been trained to accept good products sold on a conservative basis and sound merchandising policies in preference to buying shoddy articles with superlatives prominently displayed in the advertisements of them.

"In New England there are over one-hundred theatres, including the R.K.O., Memorial and Metropolitan in Boston, equipped with Wurlitzer organs, and because the Lyric is a Wurlitzer product,

who later was joined by C. M. Fischback. W. E. Hamer later came into the firm and at the present time is the manager. —VAN HOOSIER.

public acceptance has been greatly encouraged and trust and confidence can be placed in the known name of Wurlitzer.

"The Bailey company is increasing its sales force and number of dealers in towns and cities where heretofore the Lyric radio did not have dealer representation. The Bailey company is one of the few radio wholesalers confining its activities strictly to the sale of radio sets and tubes. A confident engineering staff, headed by E. E. Trest, can entirely re-build a set in Boston.

"With the splendid advertising campaign already mapped out and the high quality of the Lyric sets, beauty of design and excellent tone quality, the Bailey company is confident that Lyric in New England will be a real factor in the radio industry."

LINDSEY-NICHOLSON NAMED JOBBERS FOR STEWART - WARNER

Chicago, Ill., Friday.

The Stewart-Warner Corp., this city, has appointed Lindsey-Nicholson, Inc., 16 D street, N. W., Washington, D. C., as radio distributor for the Washington territory. This firm has a branch at Alexandria, Va., which will also carry a stock of Stewart-Warner radio merchandise. Both establishments are adequately equipped with respect to inside organization and outside field organization, and are said to enjoy excellent backing.

Wallace Lindsey, president of the firm, is optimistic over the outlook for radio this year, and in a recent interview stated that he expects the volume of radio business for 1930 to eclipse that of the previous year.

Are You Tired of Backing 100 to 1 Shots?

Have you had enough of holding the bag and watching the name you have sponsored become discredited?

Do you want a Radio Chassis of the Very Highest Grade under Your Own Name—Made by a Company of Solid Responsibility?

Here is a Proposition for Distributors, Chain Stores and Similar Powerful Radio Merchandisers . . .

We are in a position to furnish you with high quality, a low priced chassis, embodying the latest developments in radio, which has been thoroughly tried and tested under all conditions and found to be completely satisfactory in every respect.

The manufacturer of this set has been making sets since the radio business started and has a reputation for design and quality second to none.

Contracts solicited for 1000 or more chassis for delivery as wanted.

BOX No. 502

TALKING MACHINE AND RADIO WEEKLY
146 WATER STREET
NEW YORK

N. B.—This offer applies to Distribution in all parts of the U. S. except Metropolitan District of New York where we have already made exclusive arrangements with a leading wholesaler.

Not everyone will want it...

WE don't mean that the Story & Clark Radio is beyond the means of the many—it isn't. Or that it is necessary to take an intelligence test before purchasing one. But we don't for a minute believe that it will appeal to everybody. It is so good looking that not everyone will realize how good looking it is, so accurate in tone that not everyone will be able to perceive the full difference. And so, not every dealer will be invited to sell it—only those dealers whose local standing makes it appropriate for them to sell a radio built like a fine musical instrument. The confidence of such dealers will be enlisted by the financial security of the House of Story & Clark, and by its freedom from indiscretions in the past.

THE STORY & CLARK RADIO

(Built complete in the Story & Clark factories)

THE STORY & CLARK RADIO CORPORATION
173 North Michigan Avenue · Chicago

*Division of the House of
Story & Clark, makers of fine musical
instruments since 1857*

BOOTHS B27-28, R.M.A. SHOW, ATLANTIC CITY
Suite 18 to 22—Eleventh Floor, The Ritz-Carlton—Atlantic City

A complete line will be presented, at prices in accord with the unusual quality of the instruments.

Discounts are adapted to the needs of quality retail merchandising.

Licensed under R. C. A. and Affiliated Companies. Charter Member R. M. A.

Trupar Mfg. Engineer Pioneered Features of Electric Refrigeration

DAYTON, OHIO, Friday.

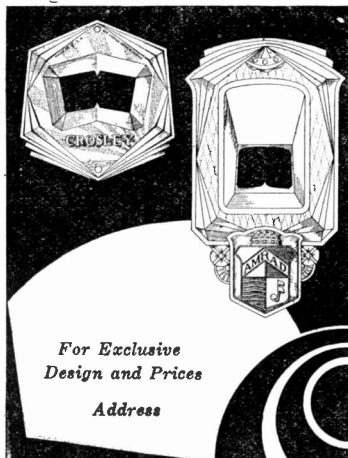
Ten years ago, when mechanical refrigeration was in its infancy, the present chief engineer of the Trupar Manufacturing Co., this city, maker of the Mayflower electric refrigerator, applied for the first time two features which today are among the most advertised in the industry, officials of the local organization stated yesterday. These features are the cold control and forced air draft condenser.

The development of the temperature control is most interesting. Since the principle of such a control is simple, dealing with pressure on a spring in a switch box, it seemed advisable to the engineer to incorporate one in the first compressor turned out by him. Comparatively little was known about the operation of such a machine in those days and trouble inevitably resulted. The busy housewife would turn on the "colder" switch, forget it, and suffer later from frozen foodstuffs. After several calls to the same house, the service crew found it much more convenient to substitute a couple of nuts in place of the knob.

Later, when competitive companies began to announce and feature the cold control, the nuts were removed and the knob replaced.

The forced air draft on the condenser is simply putting to practical use a bit of common sense in interpreting the theory of electrical refrigeration, officials of the Trupar organization said today. The room temperature is used in dissipating the heat drawn out of the cabinet. It therefore seemed logical to the Trupar engineer that the best way to cool the compressor coils was the application of a forced air draft by fan, direct to the coils. It was with this view in mind that he designed the first air compressor.

The Mayflower refrigerator incorporates a number of additional features, several of which are exclusive. It has a silent, sound-proof compartment which houses the compressor; is factory controlled, coming to the consumer ready to plug into the nearest light socket for instant use; it is custom built, and has a net food storage capacity of 4.5 cubic feet.



For Exclusive
Design and Prices
Address

AMERICAN EMBLEM CO.
INCORPORATED
UTICA, N. Y.

Frigidaire Shipments Break All Records; 214 Carloads in 1 Day

DAYTON, OHIO, Saturday.

All shipping records of the Frigidaire Corp., this city, were broken on April 30 when 214 carloads of electric refrigerators left the local plants consigned to forty-six States and five foreign countries. The best previous day's record was May 31, 1929, when 121 carloads were shipped. The Frigidaire Corp. is a unit of the General Motors Corp.

The new all-time record was established in less than two weeks after the company began a million-dollar advertising campaign to supplement its Springfield activity, according to E. G. Biechler, president and general manager of Frigidaire. Mr. Biechler, in commenting on the campaign, said in part:

"Three days before the drive started, every available member of the factory sales organization was sent into the field to assist in more than 100 district meetings which were held to acquaint dealers and salesmen with details of the campaign and instruct them in the best ways to capitalize upon the advertising. We gave them all thermometers and told them to use them in sales demonstrations.

"There are now three times as many Frigidaires in use as any other make of electric refrigerator and more than all others combined.

"Thousands of dealers tied in with the advertising campaign by use of a special display window, showing a household model, which although subject to burning heat still maintained refrigeration temperatures and produced a continuous supply of ice cubes. The thermometers and glass containers with contents boiling gave ocular proof of the heat and the installation which so successfully withstood it."

Refrigerator Sales Gain 50 Per Cent. Over 1929

Sales of mechanical refrigerators, especially of household units, have thus far in 1930 made striking gains as compared with results in the like period of 1929, according to a recent survey conducted by manufacturers.

Reports released by most of the leading producers indicate that output and sales, on an average, are running from 40 to 50 per cent. ahead of this time last year.

"This condition in the refrigeration trade," according to the report, "is in marked contrast with the slow recuperation of industry in general, apparently indicating that the growing demand for the most modern methods in fresh food preservation is such as to be little affected by a widespread recession in numerous industrial fields."

S. LEE SCHOTT IN BROKERAGE BUSINESS

S. Lee Schott, former head of S. L. Schott, Inc., operating radio divisions in various local department stores, has purchased a seat on the New York Produce Exchange, and entered the brokerage business.

Mr Schott is making his headquarters with G. & A. Seligmann, of 120 Broadway, New York.

New Copeland Line of Power Ice Boxes Seen At New Orleans Show

NEW ORLEANS, LA., Thursday.

The new line of Copeland electric refrigerators, made by the Copeland Sales Co., Mount Clemens, Mich., were exhibited at the recent New Orleans Food Preservation Show by Edward Eberling & Co., Inc., 1532 St. Charles avenue, this city, distributor.

The new Copeland refrigerator provides an ever-ready supply of cold water through the use of a water chiller. Other improvements include an easily accessible coldial-locked mechanism chamber, all-porcelain on steel cabinets with electrically lighted interiors. The coldial is used for faster freezing of ice cubes and desserts.

BALDWIN'S FEATURES THE ELECTROLUX LINE

NEW ORLEANS, LA., Thursday.

Baldwin's, Camp at Common street, this city, is carrying the complete line of Electrolux gas refrigerators, made by the Servel Co., and has them on exhibition in its display room, at 130 Camp street. Prices for Electrolux refrigerators range from \$195 to \$480.

These refrigerators operate with a small gas flame which circulates a liquid refrigerant that produces the cold. The refrigerant is hermetically sealed inside a one-piece steel unit. Electrolux is said to be silent in its operation.

'Chiller,' Feature of General Electric Co. New Refrigerators

BRIDGEPORT, CONN., Friday

Extra ice cubes for warm weather and the "Chiller," a tiny ice-house for the storage of all sorts of foods, are features of the new line of General Electric Co. refrigerators.

"The 'Chiller' is one of the many conveniences found in the new multi-temperature feature of the G-E electric refrigerator," an official of the company stated today. "Before the General Electric Co. offered its product to the public, fifteen solid years of research were spent in studying the needs of iceless refrigeration. It is this preliminary study which eliminated all necessity for afterthoughts in the design of the General Electric. All the refinements of electric refrigeration and all the useful accessories are included in our new product.

"Installation of the G-E refrigerator is a simple operation because it is of the so-called package type merchandise. The cabinet is placed in the specific location and the mechanical unit is placed on top of the cabinet. The extension cord is plugged into any convenient outlet and the refrigerator is ready for use.

"Our refrigerator is designed on legs 11 1/4 inches high and can be readily swept or mopped underneath, hence more sanitation. The motor used is of the induction type, having no brushes, and therefore gives no interference with the operation of the radio or other electrical equipment."

MADE POSSIBLE

GREAT
PHILCOS
IN
1929

PHILCO
ALL-ELECTRIC RADIO

GREATER
PHILCOS
FOR
1930

WEEKLY BULLETIN

... Mind Your Own Business !!!

It's high time that those of you who have not been choked by the finance companies have discovered the impossibility of running a radio business with 30 to 40 per cent. cash discounts. Particularly if your jobbers are to be paid promptly out of profit.

Most of you have bought plenty of "dogs," and had your share of headaches. Learn your lesson. Let 1929 be the last year of haphazard buying. This radio business is a he-man's game, with plenty of dough to be made, provided you have the finances to finance it, the ability to run it, and the courage of your convictions.

Friendship, favors, and past performances are O. K. outside of business, and—

Frankly, Mr. Dealer, we don't expect you to give a damn about us or our merchandise, except in-so-far as it concerns you.

We happen to know what Philco has for the coming season, and if you believe they aggravated the big boys last June, look for our aggravation plus display at the radio show.

We're strong for exclusive dealers, and we believe the dealer's salvation will be worked out along these lines.—

But Look Well to What You Pick For Your Exclusive Line.

1930 Another Philco Year

Exclusive "PHILCO" Distributors
for Bronx, Westchester, Queens,
Nassau and Suffolk Counties.

M. Simons

UNIVERSAL RADIO COMPANY
536 Bergen Ave. New York City
Ludlow 1800

The MAYFLOWER

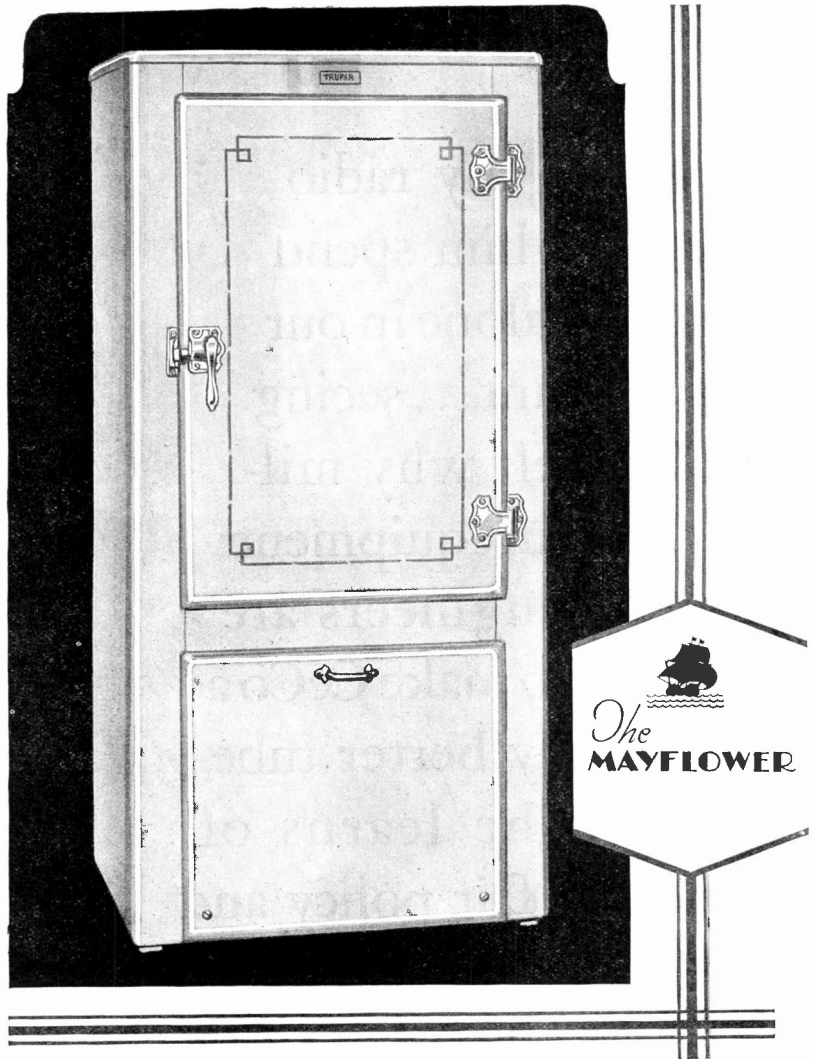


A CLEAN CUT FOURSQUARE ANSWER

—To the dealer who realizes the instant need of a proved, quality built, electric refrigerator which will get business in a competitive field—

—To the dealer who demands in a refrigerator background, experience, and performance—

— To the dealer who wants above all, value



THE product of ten years experience in manufacturing and marketing domestic refrigeration for the independent dealer, the MAYFLOWER is a quality built electric refrigerator whose performance has been tested and proved in thousands of homes.

Because its point by point superiority is obvious at even a brief inspection, no skilled salesmanship or persistent follow-up is necessary to sell the MAYFLOWER. It sells itself by comparison because it is a better refrigerator for less money.

*There is no installation problem.
There is no servicing problem.
Each unit is self contained and mechanically flawless when it reaches your store.*

Here is why the MAYFLOWER sells against any competition:

1. It is better looking. This model strikes a new note in cabinet beauty.
2. Size for size, it has greater capacity. Net food storage space is 4.5 cubic feet.
3. It is factory installed. Comes to you ready to plug into the nearest light socket for instant use. Easily moved.
4. It is custom built, factory tested, and thoroughly inspected to insure unfailing performance.
5. It is silent. A sound-proof compartment houses the compressor.
6. It has heavier insulation. The top, bottom and walls are lined with three-inch insulation.
7. It is more economical to operate. Compressor runs only one-third as frequently as most compressors. Less current—longer life.
8. It has a temperature control, an abundance of power, and space in the freezing compartment for 56 large ice cubes.
9. And finally, it is priced so low that it is the most outstanding value in the entire electric refrigeration field.

Send for full particulars of the MAYFLOWER and let us explain our sales policy, which is geared to your present methods of doing business.

—TO DISTRIBUTORS—

As you are well aware, many radio dealers have made electrical refrigeration connections in order to overcome the seasonal disadvantages of radio sales. The quiet season for radio is the busy season for refrigeration. You, by virtue of your established radio connection, are the dealer's logical source of supply for refrigeration. Investigate the Trupar jobber proposition. Be prepared to handle this highly profitable extra business. Mail the coupon for details.

TRUPAR MANUFACTURING CO.,
DAYTON, OHIO.

Gentlemen:

Rush me full particulars about the MAYFLOWER

Name

Street

City and State

I am a Dealer Jobber (Check one)

"The quality and life of CeCo Tubes compare with any that are manufactured today."

R. C. HINER, *May, Stern & Co., Pittsburgh, Pa.*

"Give me any radio dealer. Let him spend two hours alone in our 3½ acre plant... seeing for himself why million dollar equipment and 42 engineers are needed to make CeCo a decidedly better tube. When he learns of CeCo's fair policy and generous discounts... there's another dealer headed to bigger business."

Ernest Bauer
President,
CeCo Manufacturing Co., Inc.
Providence, R. I.

DO YOU KNOW?

1. Over 10,000,000 CeCo Tubes are in use today. The U. S. Government, ocean steamships, and countless commercial organizations are daily users of CeCo Tubes.

2. In the last five years CeCo has outgrown two sizable factories and now has the largest plant devoted exclusively to the manufacturing of radio tubes.

The CeCo Couriers broadcast every Monday night at 8:30 P. M. Eastern S. T. over the Columbia Chain from 22 stations. Listen in on this popular program next Monday.

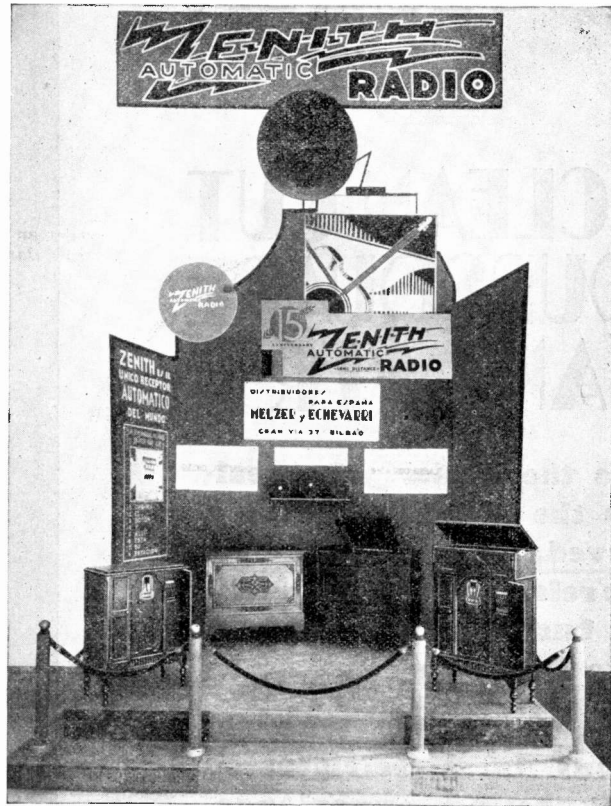
CeCo Tubes are licensed under the patents and applications of the Radio Corp. of America, General Electric Co., Westinghouse Electric and Mfg. Co., and Associated Companies.

CeCo 1930 Radio Tubes

Meet Us at the R.M.A. Trade Show, Atlantic City

THE TALKING MACHINE and RADIO WEEKLY

Zenith Exhibit in Barcelona Exposition Is Awarded Honors; Display Sponsored by Zenith Spanish Distributing Firm, Melzer & Echavarri



Prize-Winning Zenith Booth Display

CHICAGO, ILL., Friday.

Zenith radio sets were awarded the Grand Prize at the 1929 International Exposition of Barcelona, according to word received by the Zenith Radio Corp., here, from Melzer & Echavarri, distributors of Zenith radio in Spain.

An unusually attractive display, pictured here, featuring Zenith sets was maintained in the Palais De La Cinematographie during the Exposition, which closed as an International affair on January 15th but which is remaining open as a National Exposition until July 15th, this year.

The Zenith booth was modernistic in design and the demonstration of sets

was augmented by the use of a large speaker mounted at the top of the display. Automatic tuning, Zenith's exclusive "press the button, there's your station" tuning feature, proved the sensation of the show, drawing greater interest and attention than any of the other exhibits, it was stated.

Zenith receivers received their first introduction in Spain just three months prior to the opening of the Exposition and since that time Zenith has earned a reputation for superiority of performance. Zenith's prominence and wide distribution in Spain is due to the excellent merchandising campaign carried on by Melzer & Echavarri who predict even greater fame and recognition for Zenith during the coming season.

Grigsby-Grunow and Purdue University Link for Television

Washington, D. C., Monday.

The Grigsby-Grunow Co., Chicago, has joined with Purdue University in television research, the arrangement with Purdue being to conduct experiments jointly. Entry of the large set manufacturing company in television was divulged at a formal hearing before the Federal Radio Commission on the application of the University for an experimental television station. Experiments between Lafayette, Ind., and

Chicago will be carried on over the station.

The agreement between Grigsby-Grunow and Purdue was entered into a year ago after engineers of the Chicago company had investigated inventions and processes in the visual art devised by Professor R. H. George, research associate at the university.

The "cathode ray" tube, actually developed in 1897 but improved upon in recent years, is the device around which the Purdue system has been developed, it was disclosed.

H. E. Kronz, chief engineer of Grigsby-Grunow, said that today commercial production of televisions for home use is not feasible. All of the engineering skill at Purdue is being concentrated in the efforts to develop television, the Commission was told.

POWER REFRIGERATORS are being bought, not sold!

We have the organization, resources and experience to put a quality refrigerator over throughout the East with a bang!

DISTRIBUTION

With headquarters well located in New York, we have 15 years' knowledge of electrical, radio and music-trade merchandising from Maine to Florida.

Our method of operation is to place the full strength of our sales force behind the line, spend dollar-for-dollar with the factory in advertising and promotional work, strengthen good dealers and eliminate poor ones.

What iceless refrigeration, overwhelmed by an enormous public demand, has been trying to do, in aggressive sales work, we have been doing for years!

DOMESTIC SALES PROMOTION

Every phase of home canvassing, service and installation, institutional selling through women's clubs, food shows, industrial exhibitions and similar sales promotion has been incorporated in our merchandising over a period of years.

We have aided in financing dealers' sales, spent money like water for locations, displays and endorsements that rang the bell in the cash register for the retailer and consequently have the goodwill and confidence of the trade from little dealers to the largest outlets.

CONTRACT SALES

Realizing that sales to builders will necessarily mount high in the new industry's natural market, we have established contacts with real estate firms, architects and contractors of importance. We are even now in a position to deliver substantial business in this field to the refrigerator maker with whom we identify ourselves. We have made some improvements on the usual method of selling to builders, aiming at better profit and more permanent satisfaction to all.

If you can offer a substantial proposition to an exclusive refrigeration distributing unit please communicate in confidence with

BOX 511

THE TALKING MACHINE & RADIO WEEKLY

146 WATER STREET

NEW YORK, N. Y.

Only Majestic Radio

sold to a total of over
BEST REASON FOR

ALBANY, N. Y.

Majestic Products

Incorporated

Exclusively Majestic

90 Hudson Avenue

BALTIMORE, MD.

The Eisenbrandt Radio Co.

Pratt and Paca Streets

BOSTON, MASS.

Majestic Distributors, Inc.

Exclusively Wholesale

539 Commonwealth Avenue

BROOKLYN, N. Y.

Specialty Service Corp.

"Service Is Our Middle Name"

651 Atlantic Avenue

CHARLOTTE, N. C.

Shaw's, Inc.

Majestic Exclusively

314 Tryon Street

CHICAGO, ILL.

The Harry Alter Company

340 N. Dearborn Street

Telephone: Whitehall 8300

Distributing Exclusively Majestic Radio

CINCINNATI, O.

Majestic Distributing Co.

OF CINCINNATI

1042 Gilbert Avenue

CLEVELAND, O.

Majestic Distributing Corp.

OF CLEVELAND

4608 Prospect Avenue

M

DALLAS, TEX.

Radio Equipment Company

HOUSTON

DALLAS

SAN ANTONIO

A

DES MOINES, IOWA

Hieb Radio Supply Co.

1221 - 23 Locust Street

Des Moines, Iowa and Marion, South Dakota

Established Since 1879

J

E

DETROIT, MICH.

Detroit Electric Co.

101 East Jefferson Avenue

*"Michigan's Oldest Radio
Distributing Organization"*

S

T

Branches: Grand Rapids, Mich., Saginaw, Mich., Kal-
amazoo, Mich., Lausing, Mich., Iron Mountain, Mich.

HARRISBURG, PA.

Peirce  Phelps

merged with

Penn Phonograph Co.

Established 1898

I

C

HARTFORD, CONN.

Majestic Distributors, Inc.

D

I

S

T

R

I

B

U

T

O

R

S

HUNTINGTON, W. VA.

Air-Ola Radio Co.

Exclusive Majestic Wholesaler

625 Tenth Street

INDIANAPOLIS, IND.

Capitol Electric Co.

"Capitol Quick Service"

122-124 South Senate Avenue

JACKSONVILLE, FLA.

Southern Hardware & Bicycle Co.

20 East Fourteenth Street

KANSAS CITY, MO.

Sterling Radio Company

Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

LINCOLN, NEB.

R. S. Proudfit Co.

Established 1879

720 O Street

LITTLE ROCK, ARK.

Radio Sales Company

217 East Markham Street

For details, consult the *Majestic* distributor nearest you
WORLD'S LARGEST MANUFACTURERS

\$110,000,000 list in 9 months ending Feb. 28, 1930. HERE'S YOUR BECOMING AN EXCLUSIVE MAJESTIC DEALER RIGHT AWAY!

MEMPHIS, TENN.
Radio Sales Company
 483 South Main Street


MILWAUKEE, WIS.
Badger Radio Corp.
MAJESTIC for Profits
 480 Market Street

MINNEAPOLIS, MINN.
The Roycraft Company
Specialized Wholesale Distributors
 25 North Third Street

NEWARK, N. J.
North Ward Radio Co.
 367 Plane Street

NEW YORK, N. Y.
Majestic Distributors, Inc.
 1775 Broadway

OKLAHOMA CITY, OKLA.
Harbour-Longmire Co.
Distributors
Oklahoma and Texas Panhandle

PHILADELPHIA, PA.
 Peirce  Phelps

merged with
Penn Phonograph Co.
 437-51 No. Fifth Street
 PHILADELPHIA, PA.

HARRISBURG, PA. **WILKES-BARRE, PA.**

PITTSBURGH, PA.
Hamburg Brothers
 963 Liberty Avenue

PORTLAND, MAINE
Majestic Distributors, Inc.

SALT LAKE CITY, UTAH
United Electric Supply Co.
 117-119 West Fourth Street


SHREVEPORT, LA.
Radio Sales Company
 225 Crockett Street


SOUTH BEND, IND.
Radio Equipment Co.
 109 East Monroe Street

TOLEDO, O.
The Roberts-Toledo Company
 Adams and Jackson Sts.
 BRANCHES
 LIMA, OHIO PIQUA, OHIO
 222 So. Elizabeth St. Cor. Wayne St. & Penn Ry.
 MARION, OHIO

WASHINGTON, D. C.
The Eisenbrandt Radio Co.
 932 H Street, N. W.

WHEELING, W. VA.
Hamburg Bros.
 1047 Main Street

WICHITA, KAN.
Sterling Radio Company
 Kansas City Mo.  Wichita, Kans.
 1515 GRAND AVE. 1st & ROCK ISLAND

WILKES-BARRE, PA.
 Peirce  Phelps
merged with
Penn Phonograph Co.
 Established 1898

**M
A
J
E
S
T
I
C**

**D
I
S
T
R
I
B
U
T
O
R
S**

- - GRIGSBY-GRUNOW CO., CHICAGO, ILLINOIS
OF COMPLETE RADIO RECEIVERS **Exclusive Manufacturers**

SALE OF 'DISTRESS' GOODS NEARING END ON PACIFIC COAST

San Francisco, Calif., Thursday.

The pendulum of sales is again swinging upward. The heavy sales of sacrifice merchandise appears to be really approaching its end. It has lasted longer than the retail trade had anticipated; and has to an extent slowed the sale of non-sacrifice merchandise. Some who have handled smaller quantities of cut-rate merchandise have expressed themselves as dissatisfied with their experience. People seem to want a lot of servicing on some of the merchandise. Realizing they have discontinued models, they are very prone to imagine they are defective and to complain. And in addition they sometimes come to the conclusion that the tone of the set has rapidly deteriorated.

Those who have stuck closely to the non-sacrifice models appear to be the better satisfied, and in general have fewer service complaints. They feel more certain that when they have an instrument sold they can count the sale among the day's profits.

G. W. Stackman, Pacific Coast manager of sales for Bosch, has finished covering his territory from Mexico and Phoenix on the south to British Columbia on the north. While he has found the trade generally somewhat disappointed that the Spring volume has not mounted to higher figures, and charge the dumping of cheap sets in the larger cities as one of the main reasons, there

is still a very steady and certain gain, and with so many unstable sets and unstable dealers eliminated, those remaining are more than usually optimistic as to a worthwhile Fall business.

The Bosch salesmen's conference held recently for a couple of days was attended by fourteen of the salesmen on the Pacific coast. It was their first get-acquainted with the new automobile set, and so well satisfied were they that they went back to their territories ready to work hard for their new number. Compact, neat, easily attached to any auto, without any marring of the machine, and equally good for open or closed autos by reason of the antenna being below the body, and with unexcelled trueness of reproduction, it recommends itself without much sales effort. As might be expected of the Bosch, also, they have taken pains to provide an interference eliminator in connection with the spark-plugs of the machine. So they have the dealers lined up in splendid shape, and the result has been a chief difficulty in getting merchandise fast enough. As they have, however, ten cars on the road, they are expecting to have this difficulty soon eliminated, and to be all geared up to travel on high.

A fine chance to demonstrate the Bosch was at the time of the great air-service review at San Francisco. One of the bus companies furnished a special bus for the use of the reporters, so that they could easily get close to all that was going on, and the bus was equipped with a Bosch set.

L. P. Boyce, sales promotion manager for the Majestic, reports that the Majestic dealers continue intensely interested in the prospective trip to Chicago to start next Fourth of July and returning to San Francisco on the sixteenth. Each dealer will be credited with mileage according to the amount of his Majestic sales, and all he has to do to get a free trip is to make all the money he can selling Majestic radios. The trip is by way of Ogden, Cheyenne and the North Platte to Omaha; the return by way of Denver, the Royal Gorge and Green River and Salt Lake City, with stop-overs at Denver and Salt Lake City. A map from Chicago west, picturing semi-humorously the products, wonders and characteristics of the different sections, is provided dealers in order that they may peg up the portion of their journey earned day by day.

L. P. Boyce, sales promotion manager for the Majestic in San Francisco, reports that they have not yet received instructions as to the new refrigerators they are to handle for the Summer trade, but the organization is all set and ready. The sales school at Chicago will also take up the selling of refrigerators, and many of their sales people will take advantage of its training.

Robert Bird, sales manager for the Victor, reports that the dealers are delighted with their handsome trade-in offer; and congratulations and orders are pouring in all the time. There are an increasing number of people who want the combination sets; and these naturally look with the most confidence to an old-time phonograph concern. A very pleasing feature is that their trade feel that when they have sold one of these combination sets it is to a customer who knows what he wants, and they can therefore count the sale as a real sale. The smaller cities and the rural districts they find doing the better trade as compared with the past. One reason is that crop prospects are now magnificent. Another is that they have been less cursed with distress merchandise. Their new Friml album, with its collections of "high jinks" rec-

ords, has been going great, and they are aiming to have one sold with every new combination set.

H. L. Zeusler, of the Edison branch, notes they added five more distributors during the past week. This is especially pleasing as their dealers now all appear to be turning merchandise and paying their bills in time to get the discounts. In this the interior cities are taking the lead. In fact, they have had some accounts in the interior that have been sending in regular orders right along during the dumping season in the larger cities. Nevada now appears to be very prosperous, and they have been getting weekly orders from their Reno account for a considerable time. A few of their dealers have taken a little swing with distress merchandise; but are as a rule expressing themselves as dissatisfied with the experience; regular merchandise proving the more profitable.

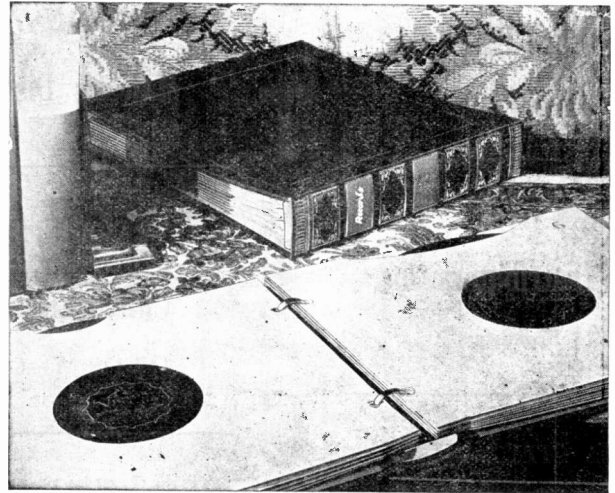
—ALLEN.

RADIO CABINET FREIGHT RATES UPHELD BY I. C. C.

Washington, D. C., Monday.

Promulgating an important order covering just and reasonable rates on radio cabinets, the Interstate Commerce Commission last week handed down a decision in the case of Harrison Smith Co. against the Chicago, Rock Island & Pacific Railway Co. It was held that rates on cabinets, carloads, from Red Lion, Philadelphia, and York, Pa., to Oklahoma City, Okla., and Dallas, Tex., were found not to have been unreasonable.

Peerless Announces a New Quality Record Album For the Trade and Cabinet Manufacturers



A solid-back album that opens absolutely flat. Heavy brown kraft envelopes, and exclusive patented loose leaf features make this the finest and most exclusive album for the better grade phonographs and combinations. Hand tooled gold decorative backs, are a feature. **DESIGNED ESPECIALLY FOR YOU IF DESIRED.**

Our regular line of albums has long been considered the standard of the phonograph industry.

PEERLESS ALBUM CO.

62-70 W. 14TH STREET

NEW YORK CITY

W. R. McCanne, Head of Stromberg, Returns From European Tour

Rochester, N. Y., Friday.

W. Roy McCanne, president of the Stromberg-Carlson Telephone Manufacturing Co., this city, and Mrs. McCanne



Mr. and Mrs. W. Roy McCanne are shown here upon their recent return to Rochester after an extended tour through European centers.

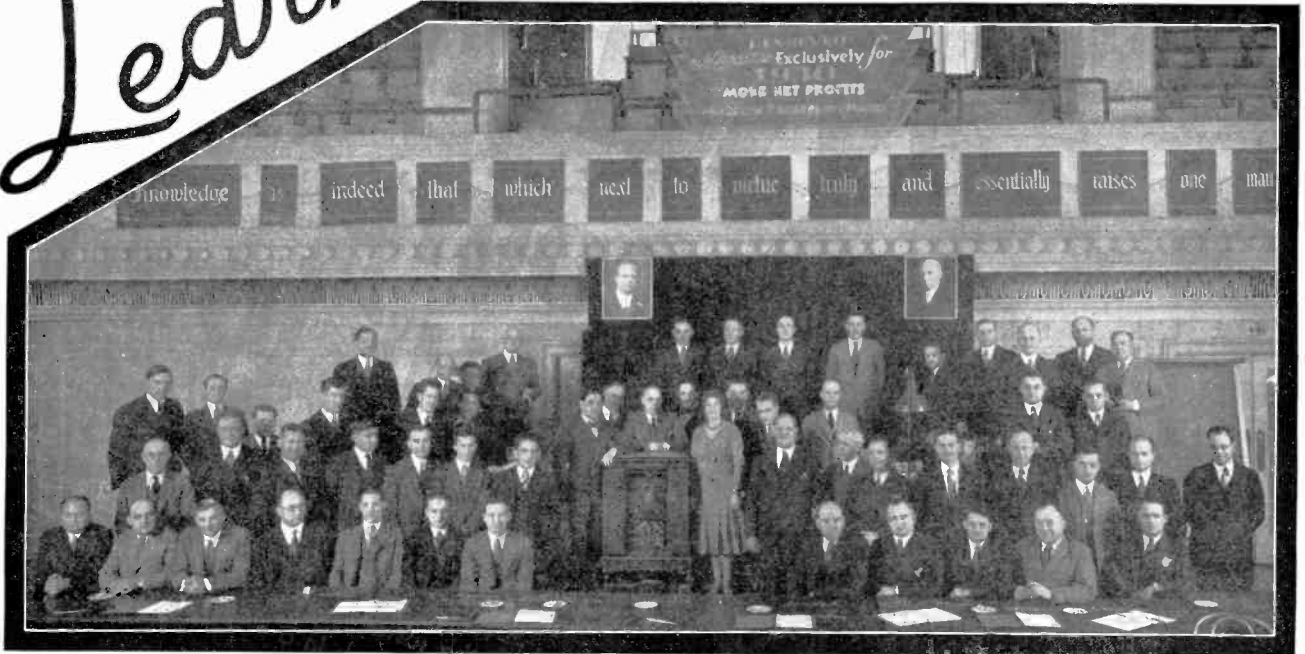
The
**PERFECT
COMBINATION**

Majestic
ELECTRIC-RADIO

Majestic
RADIO TUBES

**NORTH WARD
RADIO CO., Inc.**
367 Plane St. Newark, N. J.

Learn! TO EARN MORE



THIS FREE SALES TRAINING HAS HELPED HUNDREDS »
IT CAN DOUBLE YOUR EARNINGS TOO » » » » » » » »

You can sell more, earn more, without paying a cent for the training necessary. Without interference with your present job, the Majestic Sales School gives you complete training in salesmanship *absolutely free*. It adds to your earnings immediately. It trains you for bigger pay, a better future. It gives you the training you

need to succeed in business for yourself. Only one week is required. Your Majestic distributor has a plan that gives you transportation and tuition absolutely free. Write him for details today. For further information, and particulars of registration, write F. A. Delano, Majestic Sales School, Lake Shore Athletic Club, Chicago.

The Lake Shore Athletic Club, Chicago, home of the Majestic Sales School. Club privileges are yours during your training.



You will meet such celebrities as these at the Majestic Sales School:

QUIN RYAN
Chief Announcer, WGN



IRENE PAVLOSKA
Prima Donna



HAZEL EDEN
Chicago Civic Opera



MINNA KROKOWSKY
Famous Violinist



Majestic

RADIO

When "Mammy" comes to your town



In his new talking picture-hit, "Mammy", Al Jolson provides more hilarity per film foot than ever a public laid eyes on . . . or lent ears to . . . before. It's Jolson in his most rollicking humor—the jovial tale of a minstrel troupe. Not a sob in a cinemaful!

Will You Supply 'Em

Long before "Mammy" reaches your locality, customers will be clamoring for its music. Irving Berlin wrote the words and score. Brunswick, Jolson and Berlin are an unbeatable combination for record profits.

Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY,

and When folks are "Puttin' on the Ritz" or Alibi'Em?



CUSTOMER: "I want 'To My Mammy' by Al Jolson, and 'Puttin' on the Ritz' by Harry Richman."
 DEALER: "We don't carry those records, Madam, but we have the same songs by Art Appledyke and Ed Whifenpuff..."
 CUSTOMER: "... No, thanks. I want Jolson and Richman and I'll get them at Brown's store."

There is only one Al Jolson . . . only one Harry Richman . . . only one Irving Berlin. Jolson, in "Mammy"—singing Berlin melodies—has just made the biggest Broadway hit of his career. Richman, in "Puttin' on the Ritz"—likewise singing Berlin melodies—is the sensation of one of the greatest sound and color productions yet presented to the public.

The demand for Jolson and Richman recordings of the song hits from these two great shows is bound to be tremendous. Profit from this demand by stocking and pushing these records NOW.

- Let Me Sing and I'm Happy
(Across the Breakfast Table) Looking at You
Al Jolson with Orchestra **4721**
- To My Mammy
When the Little Red Roses Get the Blues for You
Al Jolson with Orchestra **4722**
- (Across the Breakfast Table) Looking at You
To My Mammy
Fox-trot by Ben Bernie and his Orchestra **4740**
- Let Me Sing and I'm Happy
Fox-trot by Ben Bernie and his Orchestra
Blue, Turning Grey Over You
Fox-trot by The Clevelanders **4741**
- Puttin' on the Ritz
There's Danger in Your Eyes, Cherie!
Harry Richman with Earl Burtnett's Orchestra **4677**
- Singing a Vagabond Song
With You
Harry Richman with Earl Burtnett's Orchestra **4678**

Brunswick

RADIO ... PANATROPE WITH RADIO ... RECORDS

Chicago, New York, Toronto....Branches in All Principal Cities

DEALERS' PROBLEMS AIRED AT MEETING OF ST. LOUIS GROUP

St. Louis, Mo., Friday.

Each year it is the policy of the St. Louis Radio Trades Association to turn one of its regular monthly meetings into an open discussion. Doing away with the usual form of business, speakers, etc., the meeting is devoted to ventilating problems confronting local radio tradesmen. Each member is given an opportunity to voice his own particular problems, after which are offered comments, criticism and suggestions. Each year these meetings have proved beneficial, for they bring to the surface troubles and problems whose solution can be found only in a clear examination of the case.

This year's meeting proved especially productive. Numerous dealers voiced their sentiments in regard to the present evils existing within local trade. The main source of disturbance was

acknowledged to be centered in price cutting, trade-in allowance and variable trade discounts. Previous efforts had been made within the ranks of the trade association to remedy these difficulties, but these efforts have not been entirely satisfactory. The futility of these efforts was not due entirely to lack of co-operation among dealers, and after considerable pro and con discussion it was determined to obtain co-operation of local jobbers in order to construct an efficient and satisfactory plan.

As a result of this dealers' meeting and at the suggestion of the dealers, Wm. P. Mackle, secretary of the St. Louis Radio Trades Association, called a meeting of local jobbers. The cooperative attitude of the jobbers was exemplified in the responsive turn-out for the luncheon meeting held at Hotel Jefferson on Monday, April 28. Twenty jobbers, practically a 100 per cent. representation, attended this meeting, at which the dealers' problem was presented. Conditions were frankly discussed and a conscientious, co-operative attitude was exhibited by all jobbers in attendance. Plans were made to appoint a committee to further in-

vestigate the situation and to formulate smooth-working merchandising plans which will operate to the satisfaction and profit of both jobbers and dealers.

A. S. "Joe" Jossely, formerly city salesman for G. E. Supply Co., has been promoted to the post of sales manager of G. E. Supply Co. division at Columbus, Ohio.

E. D. Phillips, formerly sales manager of Commercial, later the Westinghouse Electric Supply Co., has been made vice-president of the Tafel Electric Co., Louisville, Ky.

W. A. "Hap" Ward is burning up the records in his new set up at the Westinghouse Electric Supply Co. and should better his splendid achievements as manager so many years at Manhattan.

S. H. Simonsen, new manager of the Manhattan Electrical Supply Co., comes to St. Louis with an enviable record as manager of a large Chicago distributor.

The Perfect Tire & Radio Co. has moved to larger quarters at 3356 S. Grand to allow efficient handling of a large increase in business. Jim Weisel is manager.

Bill Fuetterer, Dan Hyland and

RMA Trade Show Very Important to Dealer, Says Jess B. Hawley

"This year's Trade Show will be the most important from the dealer's standpoint that the Radio Manufacturers' Association has ever held," stated Jess B. Hawley, chairman of the RMA Show Committee, recently.

"Conditions in the radio trade are most opportune for the Trade Show," Mr. Hawley said. "Never before have show visitors been in a better position to profit by attending such an exposition.

"In the past, dealers and jobbers have attended the show more or less as a matter of routine. But this year it is necessary for them to attend in order to bring themselves up-to-date regarding new conditions that have sprung up in the past few months. The dealer or jobber who does not visit this year's show and familiarize himself with the new companies and new products will find himself hopelessly out of date when the new selling season begins in September.

"The RMA Trade Show has become a fixture in the radio industry. A large majority of radio dealers and jobbers would no more think of missing the show than they would think of not sleeping and eating. And thousands of eastern dealers who have been unable to get to Chicago in the past will find Atlantic City easily accessible.

"So I make a direct plea through the TALKING MACHINE and RADIO WEEKLY to all radio dealers and jobbers, come to Atlantic City the week of June 2. You will find it well worth while."

W. S. RUGG TO DIRECT WESTINGHOUSE SALES

EAST PITTSBURGH, PA., Friday.

W. S. Rugg, vice-president of the Westinghouse Electric & Mfg. Co., this city, has been appointed head of the engineering and sales activities of that company. He succeeds Edward D. Kilburn who has resigned as vice-president and general sales manager.

Harry Brockman has just returned from a vacation at Palm Beach.

The Van Ashe Radio Co. is now located at 26 and 28 S. Tenth street, three blocks south of its former location at Tenth and Pine. The volume of business steadily grew, and to such proportions during the past season that larger quarters were a necessity. The new building, new in every respect, is ideally adapted and equipped for the requirements of a modern wholesale radio house. An elaborate maintenance and repair department, as well as sales and display rooms, affords super service to the radio dealer at all times. Parking facilities will be available directly cross the street. Van Ashe have been Fada distributors since January and have done remarkably well.

Otto Marshall, of Dayton, Ohio, has taken up his duties as manager of the Rudolph Wurlitzer Co.'s music store at 1006 Olive street, succeeding A. C. Schwartztrauber. Marshall has been with the Wurlitzer company for eight years and is regarded as an authority on musical instruments and radios, this due to his close association for several years with the manufacture of the instruments in the huge Wurlitzer factories in De Kalb, Ill., and North Tona-wanda, N. Y. He was sales manager of the company's Dayton store before coming to St. Louis. —N. B. TERRY.

The Profit Line for 1930

Brunswick

Radio • Panatope with Radio • Records

Distributed in Manhattan, Bronx, Westchester, Brooklyn and Long Island by

G. J. Seedman Co., Inc.

765 Atlantic Avenue
Brooklyn, N. Y.
Telephone Sterling 8100

245 West 55th Street
New York, N. Y.
Telephone Columbus 2040

Distributed in Manhattan, Bronx, Westchester, Brooklyn and Long Island by

Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 2813

Distributed in Northern New Jersey and Staten Island, N. Y., by

Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831

The Most Amazing Radio Value Ever Offered!!!

Crosley "Companionship" Series Models in Wood Consoles

The CHUM



This model is a useful inconspicuous, low 3 and 5-ply walnut veneer cabinet for use anywhere. An improved Dynacoone moving armature electro-magnetic power speaker is concealed in the cabinet. Uses six tubes—two Screen Grid. Has built-in power supply incorporating genuine trouble-free Mershon condenser. Dimensions: 28 1/2" high x 27" long x 14 1/2" deep. Amazingly low priced at only..... **\$75** Less Tubes

The PLAYMATE

This beautiful wood model is built of two-tone walnut veneer. The set incorporates the seven-tube refined Crosley Monotrad chassis. It uses two Screen Grid tubes. The latest refined Crosley Type "M" Dynacoil power speaker is concealed in the cabinet. Dimensions: 29 1/4" high x 28" long x 16 1/2" deep. No radio value ever approached this model at only..... **\$90** Less Tubes

The COMRADE

This set is enclosed in the same cabinet as the PLAYMATE but incorporates the refined Crosley Unitrad eight tube chassis, giving somewhat greater sensitivity and performance due to the use of three Screen Grid tubes instead of two. You've never seen so much value in radio for only..... **\$105** Less Tubes

For those of your customers who still wish to purchase radio sets housed in the higher cabinets, Crosley offers the two models shown below.

The CRONY

An early American design console of 3 and 5-ply walnut veneer having center panel of rich golden maple with recessed dial panel. Heavy top and molding. Incorporates the refined eight-tube Crosley Unitrad chassis and improved Crosley Type "M" Dynacoil power speaker the same as in the Comrade. Dimensions: 42" high x 27" wide x 14 1/2" deep. No such value in radio has ever been offered at the sensationally low price of..... **\$112** Less Tubes

The PARTNER

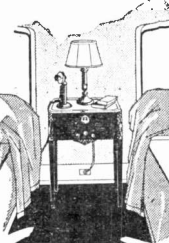
This handsome cabinet, after the French manner, is built of two-tone walnut veneer with double doors of diamond matched panels which open to disclose the instrument panel and the speaker grille. The Crosley Partner incorporates the refined eight-tube Crosley Unitrad chassis and the improved Crosley Type "M" Dynacoil power speaker the same as in the Comrade and Crony. Dimensions: 40" high x 28 3/4" long x 16 1/2" deep. An astonishing radio value for only..... **\$118** Less Tubes

The eagerness with which the public has accepted the new CROSLY BUDDY and other models of the "Companionship" Series is conclusive proof that low utility cabinet sets are wanted! The reception accorded the BUDDY shows that there is an immense market for a low priced, reliable Screen Grid, Neutrodyne, power speaker, A. C. electric receiving set. Many who could not afford higher priced

sets welcome the BUDDY as a reliable means of enjoying radio. Others find it an economical way to provide several sets for radio reception in different rooms of the home. Get in touch with your Crosley distributor today. Get your share of the profitable business created by the amazing BUDDY model and its associate models in the new Crosley "Companionship" Series.



As an End Table the Buddy serves as a convenient resting place for books, magazines, ash tray, etc.



As a Bedside Table the Buddy provides ample space for night light, a book or two, telephone, etc.



In the Dining Room the Buddy provides entertainment and amusement and serves as a temporary resting place for many things.



The BUDDY
\$55.00
LESS TUBES

This handsome BUDDY model has a metal case with panels in beautiful burl walnut finish. The trim is silver and ebony inlay effect. The legs as shown are standard equipment.

An improved CROSLY Dynacoone power speaker is included at the price, and is installed under the cabinet. Uses six tubes, two Screen Grid No. -24, one No. -27 as a bias-type power detector feeding into two No. -71As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply unit incorporating genuine trouble-free Mershon condenser.

Only 24 1/4" high, 17 3/4" long, 11 1/4" deep

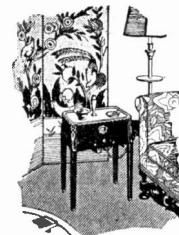
Western Prices on All Models Slightly Higher

THE CROSLY RADIO CORPORATION

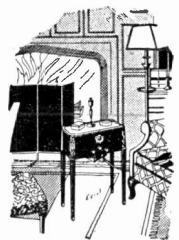
POWEL CROSLY, JR., President

CINCINNATI, OHIO

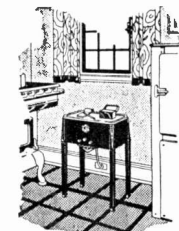
Home of WLW—"the Nation's Station"



As Occasional Table the Buddy will become a real companion providing space for nut bowl, candy dish, etc.



In the Library the Buddy will enhance the enjoyment of any book by providing smoking materials at finger tips.



In the Kitchen the Buddy brings in cooking and baking lectures and provides a place for note book in which to jot down recipes.

New Low Price

YOU'RE THERE WITH A CROSLY
CROSLY RADIO

The "Color-Tone Test" Sells Sets—
We Can Prove It

Majestic

ELECTRIC RADIO

Equipped with Majestic Tubes

EXCLUSIVE DISTRIBUTORS

Richmond, Nassau, Suffolk and Queens Counties, also Serving Kings County

Specialty Service Corporation
"SERVICE Is Our Middle Name"

651-653 Atlantic Ave. Tel: Sterling 7800 Brooklyn, N. Y.

Mr. Speaker Manufacturer

BETTER DIAPHRAGMS

mean bigger sales.

MAKE BETTER DIAPHRAGMS

of specialized materials.

EDWARD W. STERN

Diaphragms and Diaphragm Materials

38 Great Jones Street New York, N. Y.
Samples on Request.

BRUNO

means Security

Over 95 Years of **DEPENDABLE** Service to The Music Trade

THE OLDEST AND LARGEST MUSICAL MERCHANDISE HOUSE IN AMERICA

Exclusively Wholesale ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

All abo-o-o-oard for

CROSLEY & AMRAD

Exclusive metropolitan Crosley and Amrad distributors

20th CENTURY RADIO CORPORATION

BROOKLYN AND NEW YORK

INTENSIVE DRIVES PLANNED BY RADIO TRADE IN ARIZONA

FLAGSTAFF, ARIZ., Thursday.

Radio merchandising has developed into a major line with the strongest type of long established commercial houses in northern Arizona. Executives of these houses know the country intimately, and are conservative in their judgment of business prospects. While general business is proceeding at a moderate rate, it is practically the unanimous opinion of the trade that the Autumn season of 1930 will show larger volume of sales in radio than in previous year.

Arizona is a sparsely settled country, and a business exceeding previous years does not mean very large figures as compared with metropolitan standards. One of the largest factors in radio retailing in this section points out that a dealer selling \$10,000 a year is working his territory with very good results. A radio sales manager gave the correspondent of "The Trade's Only Weekly" a confidential outline of a plan which promises to yield his house a sale of twenty sets during the early Fall campaign, ending his statement with some enthusiasm, "And that is the way I am going to be sure of my volume of sales this year."

Under these conditions it is apparent that only manufacturers of the class taking a long term view of the business have any field in Arizona.

Babbitt Bros. Trading Co., Flagstaff, is distributing Atwater Kent and Stewart-Warner radio, and through Babbitt's Drug Store, Brunswick portables and records. Of all the great general mercantile houses which have helped build up sparsely settled regions of the West, there is no other so impressive as the gigantic Babbitt enterprises in northern Arizona. Popular opinion reports "The Babbitts just about own Flagstaff, because they built it up." They are the most modest people, but their employes say with pride that they "sell everything people want." Groceries, apparel, Ford cars, hardware and ranch supplies, a drug store, and a bank, branch stores in several cities, only begin to express the scope of the Babbitt enterprises. Their business in Navajo rugs and Indian curios is world famed. The executives are: Charles J. Babbitt, president; Joe R. Babbitt, vice-president and general manager; H. V. Watson, vice-president; Raymond Babbitt, secretary-treasurer.

This is one of the forces squarely behind expansion of radio sales in northern Arizona. W. A. Barrett, manager, radio and furniture sales here, says, "By going after business harder we expect to sell more radios than last year." Babbitt radio sales stay sold. They get an average of 20 per cent. down. Not one repossession is their remarkable record of efficient judgment of credits.

J. D. Tissaw, proprietor, Tissaw's Electric Shop, 17 East Aspen, Flagstaff, has the agencies for RCA and Philco. This house has been selling radios for four years.

Summer business in Flagstaff is not yet a practical possibility. Static is so bad that most set owners turn off their sets and don't touch them until the first of September. However, there are some dealers in northern Arizona who are hopeful that something will come in from KTAR, at Phoenix. This station, by increasing its power to 1000 watts day, 500 after sundown, gets into Flag-

staff days now, where it was formerly not heard even in Winter.

Northern Arizona Furniture Co., 11 West Aspen, is retailing Majestic exclusively, and takes an optimistic view of the prospects of exceeding last year. O. B. Custis is manager.

John Mathews, 118 E. Aspen, Crosley retailer, who came into the business the first of this year through purchase of the established agency here, has a good store well located in the business district of Flagstaff.

Paul S. Coffin, at the Wilson-Coffin Trading Co., operators of a big garage and auto supply store, 121 E. Aspen, looks for business on Bosch radio, their exclusive line, to run ahead of last year. Mr. Coffin was the first merchant in Flagstaff to stock radio, so his opinion carries weight.

Harold Longfellow, proprietor, The Art Shop, 12 La Rue street, dealer in Victor goods, and instruments, has the sympathy of the trade due to the death of his mother after an illness of several months.

Tarr, McComb & Ware, Front street, Kingman, Ariz., report good success in moving trade-in battery sets, due to demand for radio spreading out to the more remote ranches. A. E. Ware is president of this house, primarily a wholesaler of automotive and electrical supplies for all of northern Arizona. John Allen Ware is in charge of buying, and W. B. Stableford is sales manager in radio and electrical departments. Zenith and Bosch are represented by this strong house. Mr. Stableford rates local business conditions as improving, with radio showing possibilities of holiday business which did not appear last year.

Central Commercial Co., Fourth and Beale, Kingman, retails RCA and Victor to residents of territory covering a radius of 150 miles around Kingman. J. M. Gates is president; G. H. Johnson, manager, radio department. Business has been showing best on RCA 60 and Victor RE 45. Mr. Johnson says, "I can demonstrate the Victor here with confidence. Out of 18 Victor demonstrations I made 17 sales." This house has never had to repossess a set. They consider radio a profitable branch of their widely varied and large business. Hohner harmonicas are attractively shown near the front of the big ground floor of general merchandise. Hohners do good business everywhere. —S. F. PARKER.

H. B. RIDGE NAMED KODEL SALES HEAD

CINCINNATI, OHIO, Thursday.

Harold B. Ridge, formerly with the Agfa Anso Corp., has been appointed general sales manager of the Kodel Electric & Mfg. Co., this city. The Kodel company manufactures Kenmore electric clocks as well as the Kemco HoMovie cameras, which will shortly be placed on the market.



S. SANSONE

Phonograph Supply House
REPAIRING—SUPPLIES

122 W. 20th St. New York

Tel: Chelsea 1999

ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

PARKS & HULL, INC.

Wholesale Distributors

Serving Atwater Kent Radio Dealers With Promptness and Efficiency
BALTIMORE NORFOLK RICHMOND

BOSTON, MASS.

J. H. BURKE COMPANY

Featuring Atwater Kent Product
For the New England Trade

221 Columbus Ave. Tel.: Kenmore 0750

BOSTON, MASS.

HOWE & COMPANY

DISTRIBUTORS
EXCLUSIVELY

883-885 Boylston Street

BROOKLYN, N. Y.

E. A. WILDERMUTH

METROPOLITAN DISTRIBUTOR
1061-3 Atlantic Avenue

CHICAGO, ILL.

SAMPSON ELECTRIC CO.

ATWATER KENT EXCLUSIVELY
WHOLESALE ONLY
Michigan Ave. at 32nd St.

CINCINNATI, O.

B. W. SMITH CORP.

Central Parkway at Sycamore Street
ATWATER KENT EXCLUSIVELY

CLEVELAND, O.

CLEVELAND DISTRIBUTING CO.

Serving NORTHERN OHIO, a Great State for ATWATER KENT Radio
5205 Euclid Avenue

Toledo Branch: Cleveland Distributing Co., 314 Sixteenth St.

COLUMBUS, O.

COLUMBUS IGNITION CO.

Serving Central OHIO, in the Capital of a Great
State for ATWATER KENT Radio
46 South Fifth Street

MILWAUKEE, WIS.

RADIO SPECIALTY CO.

"WISCONSIN'S OLDEST EXCLUSIVE
RADIO HOUSE"
495 Broadway

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.

SPECIALIZING IN ATWATER KENT SERVICE
131 St. John Street

NEW YORK, N. Y.

E. B. LATHAM & CO.

"LATHAM SERVICE
MUST BE GOOD"
250 Fourth Avenue

NEW YORK, N. Y.

E. J. EDMOND & CO.

METROPOLITAN SERVICE
ATWATER KENT RADIO
250 W. 54th Street

PHILADELPHIA, PA.

THE LOUIS BUEHN COMPANY

To the Radio Dealers in
THE PHILADELPHIA METROPOLITAN AREA
we offer
QUALITY SERVICE ON THE FASTEST SELLING
AND MOST PROFITABLE RADIO MERCHANDISE
835 Arch Street

PORTLAND, ME.

FRANK M. BROWN CO.

Exclusive Atwater Kent Distributors for Maine
PORTLAND BANGOR

ST. LOUIS, MO.—

BROWN & HALL SUPPLY CO.

1504 Pine Street
The Atwater Kent Distributor of
the "49th State"

SAN FRANCISCO, CALIF.—

ERNEST INGOLD, INC.

950 Van Ness Ave.
Service That Is Uncommonly Good

"Seven Years of Radio Leadership!"



Pat. Applied for Serial No. 375,581

The Aerial of Tomorrow

Just as the rising sun is the dawning of a new day, the WELLSTON GOLD TEST AERIAL is the beginning of improved radio reception.

Wellston Gold Test Aerial, the wonder aerial of tomorrow, was built to take the place of all present aerials; and it has more than accomplished its purpose.

Wellston Gold Test Aerial has a capacity equivalent to 54 feet of aerial wire, 50 feet in the air, and contains gold-plated wire. This little wonder filtered aerial will improve radio reception on most sets, as it helps to eliminate many noises that are troublesome to radio enthusiasts.

This small compact aerial (being but 2½ x 5 inches in size) is small enough to be placed anywhere. It is absolutely non-directional, non-corrosive, will not wear out, and never needs to be replaced. Does not connect into a light socket, therefore there is no AC hum or noise. The Wellston Gold Test Aerial eliminates all lightning hazards. Not fully efficient on battery sets.

For Sale by All Leading Radio Dealers Everywhere.

Price, \$2.50

Avoid Imitations and Substitutes

Address Dept. TR

Manufactured by
Wellston Radio Corpn.
St. Louis, Mo.

An Added Sale with each Combination



SELL

this record filing cabinet with every radio-phonograph combination. 200 record capacity. Exclusive filing guide. List price \$35.

HORROCKS DESK CO.

RECORD FILING DEPT.
HERKIMER, N. Y.

REFRIGERATOR ACTIVITY GAINING MOMENTUM IN THE BALTIMORE MUSIC - RADIO INDUSTRY

**J. R. HANGARTER GOES TO NEW ENGLAND FOR MAJESTIC
Lincoln Sales Co. Takes on Wellsbach Refrigerator—Harp Co. Takes on Frigidaire—Reliance Radio Shop Burglarized—W. J. Weiland Co. Expands Radio Department.**

Baltimore, Md., Friday.

Interest among local radio fans was shown in the offering of autographed Majestic radios, a feature of the second anniversary of the Grigsby-Grunow Co., of Chicago, makers of the "Mighty Monarch of the Air." The Majestics offered locally were autographed by Messrs. Grigsby and Grunow. The Baltimore distributors, Eisenbrandt Radio Co., Pratt and Paca streets, are doing their share in boosting Majestic sales. The Eisenbrandt concern has kept pace with the makers, and it is today one of the leading radio distributors in this territory. Its showrooms are among the best to be found in this section.

John R. Hangarter, district manager for the Grigsby-Grunow Co. who has been making his headquarters at the Eisenbrandt Radio Co., has been appointed manager of sales promotion for Majestic radios and refrigerators in the New England territory, comprising Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut.

James H. Gorges for several years identified with the refrigerating sales department of the Consolidated Gas, Electric Light & Power Co., of this city, has been appointed manager of the radio and refrigerating departments of the United Auto Sales Co., North avenue and Oak street. Mr. Gorges will have charge of sales of Stewart-Warner radios, and the Frigidaire. The position given Mr. Gorges is a newly created one. Heretofore an executive of the concern looked after sales of radio and refrigeration equipment in connection with other duties. Mr. Gorges is well fitted for his new position in view of his years of selling experience and knowledge of problems connected with selling such household needs as refrigerators and radios.

Realizing that there is nothing better calculated to win the good-will and consideration of radio owners, the Walbrook Majestic Shop, located at 3124 West North avenue, in the Walbrook section of the city, has inaugurated a free radio and tube testing service. The Walbrook shop devotes its business exclusively to the sale of servicing of Majestics and it has been doing an excellent job in placing the "Mighty Monarch of the Air" in numerous homes.

The Crosley Lexicon as given to the local public by the Lincoln Sales, Inc., 1128-1130 Cathedral street, local Crosley distributors, lists ten features in the set and the company. They are:

1. One of the oldest and best seasoned radio manufacturers.
2. Has grown from a 'shoe string' street to a position of one of the four largest manufacturers of radios in the world on merit of its products.
3. Same management today that inaugurated business and made it successful.
4. Soundly financed with resources of more than \$6,000,000.
5. Owns one of the newest and most modern manufacturing plants in the world.
6. Has more than 16,000 dealers strategically placed in the United States, assuring owners of the Crosley sets of skilled Crosley service when it is needed and whenever it is needed.
7. Has usually led, always been

abreast of and never had to "follow" someone else in radio development and improvement.

8. Has produced more "big sellers" in the radio market than any other single manufacturer.

9. Spends more money to furnish radio entertainment to set owners than any other one set manufacturer in the world. (operates two broadcast stations, WLW and WSAI.)

10. There is no Crosley set that is an "orphan."

The Harp Co., 1901 Maryland avenue, headed by Maynard E. Harp, has taken on the Frigidaire, well known product of General Motors. In addition to having several models of the Frigidaire on its sales floors, The Harp Co. also maintains a display of a large Frigidaire model in the North Avenue market. The Harp Co. is one of the leading exclusive radio retailers of the city. Mr. Harp is president of the Baltimore Radio Trade Association.

The Lincoln Sales, Inc., 1128-1130 Cathedral street, distributors in this territory for the Crosley, has taken on distribution of the Wellsbach refrigeration. This is the first time this concern has carried a line of refrigerators.

The Brunswick Music Shop, 424 South Conkling street, is one of the local radio retailers that is carrying electric refrigeration, the Frigidaire being the line handled. This concern serves the Highlandtown section.

The G. Fred Kranz Music Shop, 327 North Charles street, radio retailer, has taken on the General Electric refrigerator.

The Charles Service Co., recently

opened by James E. Crowe, former service manager of the Charles Electric Co., Inc., at 4 East Lafayette avenue, is now featuring Philco radio.

Burglars entered the Reliance Radio Shop, operated by Louis Lambert, at 3703 Falls road and carried off two radio sets. The burglars were apparently interested in the receiving sets only as they passed up or disdained the \$50 that was in the cash register. Radio accessories evidently were not needed by the burglars as none were taken.

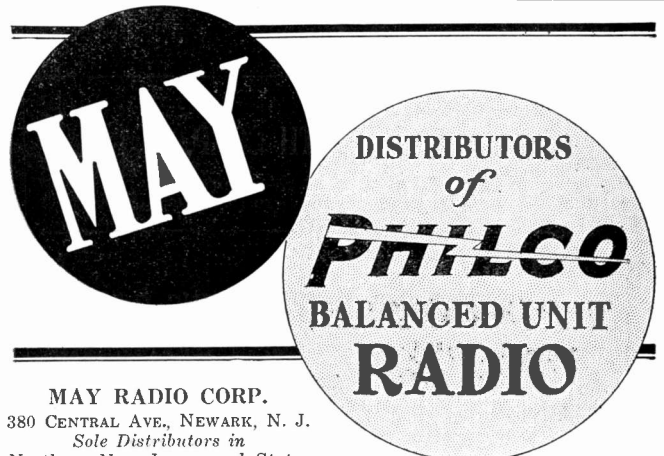
The Pen-Mar Co., prominent building supply dealers and contractors with offices in the Munsey building, Fayette and Calvert streets, is carrying the Merchants & Evans, known as the M. & E. electric refrigerator. This is a new line with the concern and is part of its complete building service. The M. & E. is manufactured in Philadelphia.

The Frigidaire Sales Corp., whose local branch factory office is located in the Chandler building, Pratt street and Market place, had an interesting display of the Frigidaire at the ninth annual Baltimore Better Homes Show, at the Fifth Regiment Armory, recently. The feature display of the concern's exhibit was the heat test.

The annexation of the building at 506-08 South Conkling street, formerly occupied by the Mueller Music Shop, by the W. J. Weiland Co., 3509-3511-3513 Eastern avenue, has enabled the latter concern to enlarge its radio department. The annexed building has been completely remodeled and joined to the main store. The concern is one of the oldest and largest furniture stores in the Highlandtown business section and radio forms an important item in its business, carrying several nationally known makes.

The Consolidated Gas, Light, Electric & Power Co., large Maryland utility, has the local distribution of the Kelvinator. This concern maintains a spacious sales and display shop on the ground floor of the Lexington building.

—JOHN F. IGNACE.



MAY RADIO CORP.

380 CENTRAL AVE., NEWARK, N. J.
Sole Distributors in
Northern New Jersey and Staten
Island of the Philco Standard Line

MAY DISTRIBUTING CORP.

112 BLEECKER ST. N. Y. C.
Sole Distributors in
Manhattan and Brooklyn
of the Philco Standard Line

MAY DISTRIBUTORS, Inc.

797-805 BEACON ST., BOSTON, MASS.
Sole Distributors in
Worcester, Middlesex and Norfolk
Counties, Mass., of the Philco
Standard and Screen Grid
Plus Lines

D. W. MAY, Inc.

393 NEW ST. NEWARK, N. J.
Sole Distributors in
Northern New Jersey
and Staten Island of the
Philco Screen Grid Plus Line

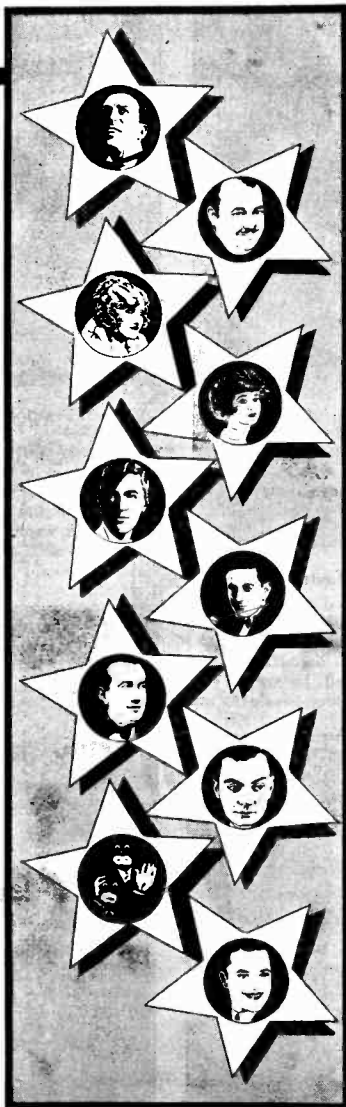
D. W. MAY, Inc.

34-36 W. HOUSTON ST. N. Y. C.
Sole Distributors in
Manhattan and Brooklyn of the
Philco Screen Grid Plus Line

COLUMBIA GIVES YOU THE CORNER ON THE WORLD'S GREATEST ENTERTAINMENT STARS!

HERE are some of the most famous living amusement artists. *And every one of them makes records for Columbia alone!* So Columbia gives you not only the biggest hits splendidly

recorded, but also the names and fames of the most popular performers to cash in on. Just look over this parade of brilliant box-office attractions! Get these great records *now!*



TED LEWIS...Stage, radio and talkie headliner. Master of hot, blue jazz. Featured in talkie "Show of Shows"; star of "Is Everybody Happy?"

- ON THE SUNNY SIDE OF THE STREET (From "Lew Leslie's International Revue") (Incidental Singing by Ted Lewis) 2144-D 10-in. 75c
- SINGING A VAGABOND SONG (From Motion Picture, "Puttin' on the Ritz") (Incidental Singing by Ted Lewis) Fox-trots 2113-D 10-in. 75c

SAN AUNT HAGAR'S BLUES Fox-trots 2113-D 10-in. 75c

RUTH ETTING...Queen of torch singers. Now featured in Ed. Wynn's "Simple Simon" at the Ziegfeld Theatre, New York.

- TEN CENTS A DANCE (From "Simple Simon") 2146-D 10-in. 75c
- FUNNY, DEAR, WHAT LOVE CAN DO Vocals

- IF HE CARES (From Motion Picture, "Devil May Care") 2073-D 10-in. 75c
- CRYING FOR THE CAROLINES (From Motion Picture, "Spring Is Here") Vocals

WILL OSBORNE...Nationally famous for the heart-crooning style of vocalizing which he originated. Broadcasts through 25 major stations every week.

- IMAGINE ON A BLUE AND MOONLESS NIGHT Fox-trots 2128-D 10-in. 75c
- (WITH YOU) WHERE YOU ARE 2064-D 10-in. 75c
- JUST THINK OF ME SOMETIME Fox-trots

PAUL SPECHT...and his world famous hotel and radio dance orchestra. R-K-O and Fox Theatres' headliner. Now at New York's new, Manhattan Towers Hotel.

- KEEPI'N' MYSELF FOR YOU (From Motion Picture, "Hit the Deck") 2106-D 10-in. 75c
- THE HARBOR OF MY HEART (From Motion Picture, "Hit the Deck") Fox-trots

- I'M FOLLOWING YOU! (From Motion Picture, "It's a Great Life") 2056-D 10-in. 75c
- I'M SAILING ON A SUNBEAM! (From Motion Picture, "It's a Great Life") Fox-trots

MORAN & MACK...The "Two Black Crows"—stars of the talkie, "Why Bring That Up?" and Paramount's soon-to-be-released "Two Black Crows in the A.E.F."

- FOOLISHMENTS 1929-D 10-in. 75c
- ESAU BUCK Comedy Sketches
- TWO BLACK CROWS IN HADES 1652-D 10-in. 75c
- PARTS 1 AND 2 Comedy Sketches

PAUL WHITEMAN...America's greatest landsman. His spectacular talkie, "The King of Jazz," is now packing 'em in in droves.

- SONG OF THE DAWN Fox-trot (Vocal Refrain by King of Jazz Chorus) 2163-D 10-in. 75c
- IT HAPPENED IN MONTREY (Both Selections from Universal Picture, "The King of Jazz") (Vocal Refrain by Johnny Fulton) Waltz

- HAPPY FEET (Vocal Refrain by the Rhythm Boys) 2164-D 10-in. 75c
- A BENCH IN THE PARK (Both Selections from Universal Picture, "The King of Jazz") (Vocal Refrain by Brox Sisters) Fox-trots

LEE MORSE...The most popular of stage blues singers. Star of Paramount "shorts." Now warbling at the Club Lido, New York.

- SING YOU SINNERS (From Paramount Famous Lasky Production, "Honky") 2165-D 10-in. 75c
- COOKING BREAKFAST FOR THE ONE I LOVE (From United Artists' Production, "Be Yourself!") Vocals

- I'M FOLLOWING YOU! (From Motion Picture, "It's a Great Life") 2136-D 10-in. 75c
- "TAI'N'T NO SIN (To Dance Around in Your Bones)

GUY LOMBARDO...Star of the radio. Concocter of the smartest ballroom music. Now melody master of New York's great Hotel Roosevelt.

- A COTTAGE FOR SALE WITHOUT YOU EMALINE Fox-trots 2156-D 10-in. 75c
- THE MOON IS LOW (From Motion Picture, "Montana Moon") 2135-D 10-in. 75c
- LAZY LOU'SIANA MOON Fox-trot Waltz

UKULELE IKE (Cliff Edwards)...Stage headliner. Star of "Hollywood Revue" talkie. Now singing and strumming in "Montana Moon."

- SOPHOMORE PROM (From Metro-Goldwyn-Mayer Picture, "So This Is College") 1980-D 10-in. 75c
- REACHING FOR SOME-ONE AND NOT FINDING ANYONE THERE Vocals

- HANG ON TO ME (From Motion Picture, "Marianne") 1907-D 10-in. 75c
- JUST YOU, JUST ME (From Motion Picture, "Marianne") Vocals

CHARLES (BUDDY) ROGERS...Star of a dozen Fox and Paramount pictures. Now starring in "Young Eagles," and featured in "Paramount on Parade."

- ANY TIME'S THE TIME TO FALL IN LOVE UP ON TOP OF A RAINBOW (Sweepin' the Clouds Away) 2143-D 10-in. 75c
- (Both Selections from Paramount Production, "Paramount on Parade")

"Magic"  Notes"

COLUMBIA

"NEW PROCESS"
Reg. U. S. Pat. Off.

RECORDS

Vita-tonal Recording—The Records Without Scratch

Columbia Phonograph Company,
1819 Broadway, New York City
Canada: Columbia Phonograph Company,
Ltd., Toronto



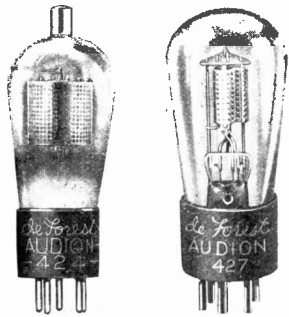
by every

test . . .

by every

comparison

DE FOREST
RADIO TUBES
prove their case!



THESE tubes make direct current operation practically humless. A shielded cathode insulator, first introduced by De Forest, gets the credit for that!

Compare these tubes with any on the market. Test them on any set you handle. Notice the increase in sensitivity and volume and the clear, undistorted tone.

Then reflect that without doing any price-cutting or sacrificing any profit, you can sell De Forest Radio Tubes at 20 to 25% less than other tubes. The De Forest engineers recently developed new high-speed automatic machinery which multiplies production seven times and reduces production costs. The lower retail prices, put into effect a few weeks ago, are the result.

If you want the rest of the De Forest story, from both the technical and selling standpoint, get in touch with your De Forest distributor, or with us.

DE FOREST RADIO CO.
Passaic, N. J.



Westinghouse Radio Plans and Personnel Disclosed at Meeting

(Continued from page 8)

another dealer's activities. It is the company's policy to cooperate with its dealers to the fullest extent and dealers will shortly be presented with a complete merchandising plan which will result in profitable sales."

Frank E. Eldredge has been active in the Westinghouse company for the past six years, coming with the company in charge of U. S. Radio Government radio section, and rising to the managership of the radio commercial



Ralph B. Austrian

department. Mr. Eldredge continues his past activities with added responsibilities as assistant to the manager of the newly expanded radio department.

Mr. Duncan is well known to the jobbers, having been vice-president and



Lewis M. Clement

general manager of the Illinois Electric Co., Chicago, and active in the distribution of Westinghouse Aeriola Junior, Senior and Grand sets in 1921. He leaves the Westinghouse Electric Sup-

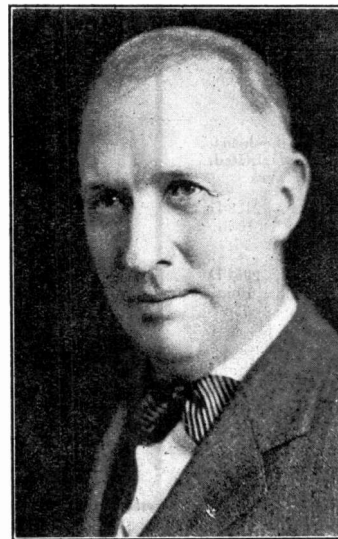
ply Co., in Chicago, where he was northwestern district radio sales manager, to represent the radio department on the west coast. Mr. Duncan states that distribution in the West will follow the line of distribution of Westinghouse radio in the East. The important point of interest to the dealers is that there will be a full cooperative policy and adequate room in which to operate without unnecessarily conflicting with other dealers.

"It is one thing to build a good radio



Frank E. Eldredge

and another thing to build a lot of good radios on a production basis," Mr. Clement, in charge of commercial engineering for the radio department declared last week. "The factory inspection which will be given Westinghouse radio will be thorough and adequate,



John A. Duncan

but in order to make doubly sure that Westinghouse sets are measuring up to standard we have established a 'proving room' at Newark, N. J., where a certain proportion of daily production will be gone over by a corps of engineers, so that Westinghouse radio will be 'checked and double checked.'

"Westinghouse radio, I predict, will find ready and enthusiastic acceptance for it represents the combined effort

of an aggregation of engineering and production talent unequalled in radio history and presents the last word in radio development."

Mr. Clement received his early training with the Western Electric Co. and Bell Laboratories and later became chief engineer of F. A. D. Andrea and then vice-president of Brandes Laboratories.

Mr. Staunton was formerly advertising and sales promotion manager of Brandes and Kolster from 1922 until 1927, when he became associated with a New York advertising agency. He was associated with the Westinghouse advertising department in 1920 and 1921. He stated that the advertising of Westinghouse radio will include dominating space in leading magazines supported by a complete newspaper program, radio broadcasting and a dealer cooperative campaign with a real "hook" to bring customers into the store. The advertising plan will be disclosed to the distributors at a meeting to be held during the Atlantic City trade show.

At jobber-dealer meetings, which will begin shortly after the close of the trade show, proofs of magazine and newspaper advertising will be shown and the local merchandising plan explained along with samples of the sets.

The distribution of radio sets is not new to Westinghouse. Back in 1921, the company pioneered in radio for the home by broadcasting over KDKA, and by marketing through its jobbers and dealers Westinghouse Aeriola, Junior, Senior and Grand and the Westinghouse R. C. set. Ever since the beginning of radio broadcast service, the company has continued to pioneer in the development of broadcasting and set manufacture.

H. P. Davis, vice-president of the Westinghouse company, is generally known as the "Father of Broadcasting," because of his activity in the pioneering in radio broadcasting for the home.

Upon this background will be based the Westinghouse radio demonstration display at Atlantic City. The company will have three large private demonstration rooms in the exhibition hall. In these rooms the new sets will be demonstrated.

Federal Wood Products Will Move on June 1

Offices and radio-furniture show rooms of the Federal Wood Products Corp. will be moved on June 1 to the Albert Pick-Barth building, 419-421 Lafayette street, New York. The new telephone number of the company will be Spring 6100-1-2.

David E. Kahn is president of the Federal Wood Products Corp., whose present headquarters are at 206 Lexington avenue.

BONDED STORES HAVE DRIVE ON MAJESTICS

An intensive sales drive on Majestic radio was recently conducted by the Bonded Radio Stores of New York under the direction of Charles Char-matz, sales manager and treasurer of the retail organization. Special crews were in charge of home demonstrations, and 54 per cent. of the sets sold during the campaign were the result of such demonstrations.

Bonded Radio Stores, Inc., is headed by Joseph Frank, former president of the American Radio & Television Stores Corp.



Pointing out . . .

Best Sellers

Okeh Records are a profitable investment for you because we achieve the exceptional in each group: this gives you musical merchandise that has unique attractions

10 Inch 75 cents

- | | | | |
|-------|---|--|---|
| 41408 | } THE VERDICT IS—LIFE (With You) Fox Trot; Refrain
Dr. Eugene Ormandy's Salon Orchestra | 41413 | } THE MOON IS LOW (From Motion Picture—"Montana Moon") Vocal; Orchestra Accom. |
| | } CAN'T YO' HEAR ME CALLIN' CAROLINE—Fox Trot; Vocal Quartet
Carolina Club Orchestra | | } MONTANA CALL (From Motion Picture—"Montana Moon") Vocal; Orchestra Accom. Both sung by Seger Ellis |
| 41409 | } I'M ALWAYS CHASING RAINBOWS—Fox Trot; Refrain
ALLAH'S HOLIDAY—Fox Trot
Both played by Carolina Club Orchestra | 8774 | } DALLAS BLUES—Fox Trot; Refrain
BESSIE COULDN'T HELP IT—Fox Trot; Refrain
Both played by Louis Armstrong and his Orchestra |
| | 8783 | } LOVER OF THE LORD—Vocal Quartet
THE BEAUTIFUL LAMP—Vocal Quartet
Both sung by Silver Leaf Quartet of Norfolk | |

Okeh Phonograph Corporation
1819 Broadway **New York, N. Y.**

INTEREST IN AUTO RADIO SETS GROWING AROUND CLEVELAND

RECORD BUSINESS IS BRISK

Small Goods Dealers Form Organization—Sloman & MacKinnon, Westinghouse Refrigerator Distributors, Sponsor Dealer Meeting — Haas Reports Brisk Re-orders on Mayflower Refrigerator.

CLEVELAND, OHIO, Friday.

National Music Week was not well observed by the trade and it is safe to say that the public was scarcely conscious of it. No particular effort was made by music or radio stores to tie up with the event. There are so many "days" and "weeks" that the public has ceased to pay much attention to them.

The principal interest in radio is in automobile sets. There is a good demand for these and it promises to grow much more brisk as the weather warms up. Some distributors have been holding meeting for their dealers and others are scheduling them for the near future. The object is to plan activities for the Summer months.

Grand opera created a brisk demand for records of this type during the week and it is expected to continue. Sheet music of this kind was also stimulated. It was the week's visit of the Metropolitan Opera Co. that aroused the public's interest in music and thus helped business, rather than the fact that it was National Music Week.

Hot weather has helped the sale of iceless refrigerators. All wholesalers report an increased call and this product is being widely advertised in the local newspapers with good results.

A new trade organization is being formed in Cleveland composed of small goods dealers. Several meetings have already been held and a great deal of interest is being shown by the trade. For a long time past those concerns selling hand and orchestra instruments have been suffering from unfair competition among themselves. Discounts ranging from ten to fifty per cent. were offered users. Big allowances on trade-ins was the rule. Those in the market for an instrument got the habit of shopping around to see where they could get the biggest discount or allowance. As a result no dealer has made any money on individual sales or in equipping musical organizations. The purpose of the new organization is to eliminate these practices, and judging from the vigorous manner in which the members of all downtown stores have expressed themselves at the two preliminary meetings, they are anxious for a change.

The following attended the initial luncheon meeting on Wednesday at the Hotel Hollenden: Harry Valentine and Herbert Whitney, of Lyon & Healy Co.; Henry S. Grossman, of Grossman Bros. Music Co.; Grant Smith, Euclid Music Co.; Robert L. White, Robert L. White Music Co.; Fred Babin, Babin's Music Store; Herman Wodicka, Wodicka's; Mr. Rosenheimer, Wurlitzer's; Frank Gilbert, of J. J. Richards; M. Lathrop, Musical Supply Co.; John Connor, Robert L. White Music Co.; Dick Schmitt, Schmitt Bros. A guest was Mr. Short, traveling representative of Tonk Bros. of Chicago.

The meeting aroused much enthusi-

asm and everybody present had the opportunity of expressing his views. Robert L. White was named acting chairman and it was decided to hold another meeting on May 21, at which time it is expected steps will be taken to form a permanent organization.

The jobbers' division of the Ohio Radio Trades Association held a meeting at the rooms of the Chamber of Commerce on Thursday noon. Luncheon preceded the meeting. Howard Shurtle presided. The matter of holding a radio show this Fall was discussed and also the advisability of advertising in neighborhood newspapers. These matters will be taken up at the dealers' meeting early next week.

Stanley E. Baldwin, formerly advertising manager of the Willard Storage Battery Co., has been appointed to the newly created position of director of merchandising, which gives him charge of the entire advertising and renewal sales divisions. Clifton C. Andrews, former assistant advertising manager, has been promoted to the post of advertising manager. H. S. Gardner, who resigned as renewal sales manager due to ill health, is succeeded by his former assistant, F. G. Teufel.

Sloman & MacKinnon, Westinghouse refrigerator distributors, held a meeting for their dealers recently. Dealers from out of town and the city trade gathered at the company's office and showrooms on Euclid avenue at East Twenty-second street where they viewed the various models. Following a business session at which sales and advertising programs were discussed, there was a program of entertainment.

The Grossman Bros. Music Co. have been appointed wholesalers for Ohio territory for the National Triolian and silver guitars and tenor guitars. Henry Grossman, president of the company, reports an excellent dealer reception of these instruments. The company is planning on tying up with the national ukulele campaign. Isadore Stahl, of the Grossman retail department, has just returned from a two weeks' visit to the Buescher factory at Elkhart, Ind. The Grossman concern is a Buescher distributor.

The Haas Electric Co. reports many reorders from its dealers both in and out of Cleveland for Mayflower refrigerators which it distributes. The company took on this line but a short time ago and has had phenomenal success with it. It anticipates a big Summer's business.

—DIHM.

Phil Ravis Reports Substantial Gain in Peerless Business

Phil Ravis, head of the Peerless Album Co., 62 West Fourteenth street, New York, in an interview with a representative of the TALKING MACHINE and RADIO WEEKLY on Monday, declared that portable and album sales nationally show an appreciable gain over the same period last year. The well known album maker attributes this situation—paradoxical as it may seem—to the economic condition which has prevailed for the past few months, many people otherwise employed desiring to while away their time listening to recorded entertainment.

Mr. Ravis pointed out that along with the billiard ball and poor parlor business which has been stimulated considerably of late due to unemployment, portable and album sales have mounted due to a great number seeking amusement from portable phonographs.

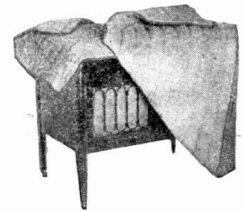
Protect the Finish

At Delivery



PADDED RADIO COVERS

pay for themselves

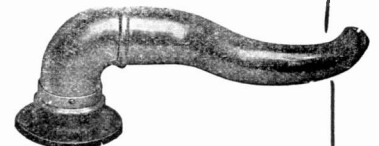


Adjust or Hood Type
for any size

O. Simms
MANUFACTURING CO.

13 E. 17th St. NEW YORK

TONE ARMS - SOUND BOXES PHONOGRAPH MOTORS



All styles of Phonographs, Tone-Arms and Sound Boxes, made by one of the most celebrated European manufacturers.

Write for Particulars

THORENS, Inc.

Sole Distributors for U. S. A.
450 Fourth Ave., New York City

QUALITY

... proved by actual test!



TRIAD Tubes are fully licensed under all R. C. A., General Electric and Westinghouse Electric Mfg. Co. Patents.

TRIAD Radio Tubes, types 50 and 81, have again proved their merit by actual test. At present one of the country's largest manufacturers of amplifier apparatus has them under test. To date they have withstood more than 1200 hours of continuous service without the slightest change in characteristics. Here is a record to be proud of—a record that offers still further proof of TRIAD Quality.



TRIAD MFG. CO., INC.
PAWTUCKET, R. I.

TRIAD
RADIO TUBES

Roberts Auto Named Clarion Distributor In Quaker City Zone

Philadelphia, Pa., Saturday.

Roberts Auto & Supply Co., Seventh and Callowhill streets, has been appointed wholesale distributor for the Clarion radio made by the Transformer Corporation of America, with factory and headquarters in Chicago. The firm is well known in the radio industry as manufacturer of parts for leading radio concerns. The line consists of two console types and a combination radio and phonograph. It will be shown at the RMA convention. The Roberts company will have sole distributing rights for Eastern Pennsylvania, southern New Jersey and the Eastern Shore and Delaware. Stocks will be ready for the trade after the convention while samples will be available during the show at Atlantic City.

ANOTHER YEAR OF VICTOR SUPREMACY!

with

SUPERIOR PRODUCT
UNPARALLELED STABILITY
BRILLIANT BROADCASTING
CONSUMER CONFIDENCE



*Stick to
VICTOR
RADIO—
it's safest!*

ALBANY, N. Y.

Oliver Ditson Co., Inc.
1039 Broadway

BOSTON, MASS.

Oliver Ditson Company
179 Tremont St.

Eastern Talking Machine Co.
85 Essex Street

BROOKLYN, N. Y.

New York Talking Machine Co.

CINCINNATI, O.

Griffith Victor Dist. Corp.
1102 Sycamore

CLEVELAND, O.

Cleveland Talking Machine Co.
4300 Euclid Avenue

Toledo Branch:
1217 Madison Avenue

DALLAS, TEX.

Southwestern Victor Dist. Co.
912 Commerce St.

DETROIT, MICH.

Grinnell Brothers
1447 First St. Cor. State

HARRISBURG, PA.

Phila. Victor Distributors, Inc.
Exclusively Victor
10-12 South 4th Street

INDIANAPOLIS, IND.

Griffith Victor Dist. Corp.
31 E. Georgia

LOUISVILLE, KY.

Griffith Victor Dist. Corp.
815 W. Market

NEWARK, N. J.

Collings & Company

NEW YORK, N. Y.

New York Talking Machine Co.
C. Bruno & Son, Inc.

PHILADELPHIA, PA.

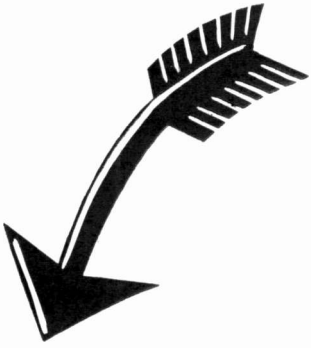
Phila. Victor Distributors, Inc.
EXCLUSIVELY VICTOR
240 No. 11th Street

H. A. Weymann & Son, Inc.

EXCLUSIVELY WHOLESALE
N. E. Corner 10th & Filbert Sts.

PITTSBURGH, PA.

Standard Talking Machine Co.
Exclusively Wholesale
305-7-9 Penn Avenue



THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Missed By The "Mike"

Johnny McLaughlin, head of Witmark's concert department, is to marry the inspiration of his latest ballad, "At the End of the Day with You," on June 21 . . . These "Hit of the Week" records, recently released, had been in preparation for lo, these many years . . . A prominent recording company issues discs under fourteen different brand names . . . Joe Davis left for Chicago last week . . . The composer of "Let Me Call You Sweetheart" died last Thursday . . . Shades of Roger Babson and Prof. Irving Fisher; the music publishing industry has its own economic cycle proof: Murray Baker (brother of Belle) left Shapiro Bernstein's orchestra department direction, to join Robbins in a like capacity, succeeding Harry Hock, who has joined Red Star, vice Charlie Bayha, who, it is reported, connects as Shapiro's orchestra head this week . . . Robbins

has a new tune called "Cheer Up, Good Times Are Coming," by Klages and Greer . . . Abe Lyman, Irving Aaronson, George Olsen, Fred Waring and Johnny Hamp have dispatched a letter to Robbins Music Corp., congratulating the firm on George Piantadosi's appointment, and asking that the week of May 12 be designated as "George Piantadosi Week" . . . Ramon Novarro went on the air for the first time last night, singing "Pagan Love Song," "Into My Heart" and "Dark Night." AS THEY WERE:—Pete Wendling, writer of "There's Danger in Your Eyes, Cherie" and other recognized hits, was a best-selling record and piano roll maker before trying his hand at tune-turning . . . Dan Winkler, general sales manager of DeSylva, Brown & Henderson, Inc., was a Cleveland sportsman before entering the music business.

Radio Music Co. Buys 51% of Davis, Coots & Engel; Harry Engel Remains President; New Directorate

The Radio Music Co., New York, has acquired 51 per cent. of the stock in Davis, Coots & Engel, Inc., with the new board of directors of the latter company now including: Harry Engel, president; E. F. Bitner, treasurer; W. S. Fischer, secretary; M. H. Aylesworth, E. C. Mills, Benny Davis, and J. Fred Coots. Davis, Coots & Engel publish the score of "Sons o' Guns," and also have an attractive popular roster.

In an interview on Friday, Harry

Engel stated: "My associates and myself are happy to become affiliated with the Radio Music Co., and not a little complimented that though we are one of the younger firms, we were nevertheless selected for this association. It is heartening to know that our endeavors thus far in the field of music publishing have merited this action, and I shall never get over feeling a deep sense of gratitude toward our many friends who have helped us attain this achievement."

Red Star's Tunes Well Recorded by Leading Mechanical Companies

Charles Harrison, assigned by Pat J. Flaherty, vice-president and general manager of Red Star Music Co., Inc., to look after mechanicals, reports such great demand for records of the tunes in the Fox musical romance "High Society Blues," featuring Janet Gaynor and Charles Farrell, that all companies are recording the song hits a number of ways.

The recordings for dance, recently released, are already setting the pace in sales, it is said. The Victor recordings of "I'm in the Market for You," the firm's leader, and "Just Like in a Story Book," are exceptionally well done by George Olsen and his orchestra; the Brunswick record is neatly recorded by Bob Haring and his orchestra in original style; the Columbia record is by Ben Selvin, and it, too, is a cleverly musicianly effort; and the feature of the Okeh record by Smith Ballew and his orchestra is Smith's unusually high standard of vocalization. Other recordings of the tunes have been made by Phil Spitalny and his orchestra; and Sam Lanin and his orchestra.

Vocal and organ records of these tunes are now in the process of manu-

facture and will shortly be released for general distribution.

The songs in the sensational John McCormack special, "Song o' My Heart," have also been generally released, as is the case with "My Lonely Heart," the Charles Wakefield Cadman gem, sung by Lila Lee in the Fox production "Double Cross Roads."

"You Can't Go Wrong With Any Feist Song"

IT HAPPENED IN MONTEREY
from "KING OF JAZZ"

IF I HAD A GIRL LIKE YOU
DOWN THE RIVER OF GOLDEN DREAMS

AROUND THE CORNER
THE CORNER

YOU'RE THE SWEETEST GIRL THIS SIDE OF HEAVEN

CHECK and DOUBLE CHECK

THE SONG WITHOUT A NAME

JUST CAN'T BE BOTHERED WITH ME!

ALONE WITH MY DREAMS

WHERE THE GOLDEN DAFFODILS GROW

YOU'RE ALWAYS IN MY ARMS
from "RIO RITA"

LIKE A DREAM

I LOVE YOU SO

SO SYMPATHETIC

THAT WAS DESTINY

YOUR EYES

AM I THE ONE?

IF MY FRIENDS FIND YOU, THEY'LL STEAL YOU FROM ME

MY REVERIES

CARIBBEAN LOVE SONG
from "HELL HARBOR"

DONALD THE DUB
COMEDY GOLF SONG

RAGAMUFFIN ROMEO
from "KING OF JAZZ"

MINNIE the MERMAID

SONG of the BAYOU

LEO. FEIST, INC.
231 w. 40th ST., NEW YORK

HITS ARE A HABIT AND HERE THEY ARE!

The World's Largest PUBLISHERS' CATALOG OF FAST SELLING SONGS:

Undisputed Leader of the Music Mart
I'M IN THE MARKET FOR YOU
also
JUST LIKE IN A STORY BOOK
ELEANOR (Waltz)
HIGH SOCIETY BLUES
Sung by Janet Gaynor & Charles Farrell in Fox Musical Romance "High Society Blues"

As Sung by JOHN McCORMACK
in the Fox Epic "Song O' My Heart"
I FEEL YOU NEAR ME
A PAIR OF BLUE EYES
Also Victor records by John McCormack

JUST OUT—and already in big demand
I'D LOVE TO BE A TALKING PICTURE QUEEN
HERE COMES EMILY BROWN
DOING THE DERBY
CHEER UP AND SMILE
as sung in "New Movietone Follies of 1936"

A Charles Wakefield Cadman Gem
MY LONELY HEART
Sung by Lila Lee in Fox "Double Cross Roads"

Other Outstanding Songs from Fox Films:
CAN I HELP IT? (If I'm In Love With You)
I'M TELLING THE WORLD ABOUT YOU
from Fox Musical Movietone "Golden Calf"
I'M CLIMBING UP A RAINBOW
BLUER THAN BLUE OVER YOU
from Fox Musical Movietone "Big Party"
FASCINATING DEVIL (With Those Angel Eyes)
THE HOOP-BOOP-A-DOOPA-DOO TROT
from Fox Movietone "Let's Go Places"
HAPPY DAYS
WELL BUILD A LITTLE WORLD OF OUR OWN
from Fox Musical Movietone "Happy Days"

POPULAR SONGS
Daily Gaining Widespread Popularity
The Ballad Supreme
DEVOTED TO YOU
As sung and recorded by John McCormack
SONG O' MY HEART
A Breath of the Tropics
SHADY PALMS

RED STAR MUSIC COMPANY, INC.
Music Publishers
P. J. FLAHERTY, General Manager
729 Seventh Ave., New York, N. Y.
A Sub-division of
FOX FILM CORPORATION
HARLEY L. CLARKE, President

BANK NOTES
THE MONEY HITS OF AMERICA SHOULD I
from Metro-Goldwyn-Mayer's "Lord Byron of Broadway"
CHANT OF THE JUNGLE
from M-G-M's "Untamed"
COOKING BREAKFAST FOR THE ONE I LOVE
from Fannie Brice's United Artist's photoplay "Be Yourself!"
WHEN I'M LOOKING AT YOU
from Lawrence Tibbett's M-G-M Spectacle "The Rogue Song"
THE WOMAN IN THE SHOE
from "Lord Byron of Broadway"
CHARMING
from Ramon Novarro's M-G-M musical Romance "Devil May Care"
Robbins Music Corporation
799 Seventh Ave. New York

CHICAGO SET TRADE MAKING PLANS FOR BIG RADIO SEASON

S - M DISTRIBUTORS MEET

R. P. Van Zile Succeeded by W. E. Kreff in Fada Post—Herbert Frost and Henry C. Forster in French Lick.

CHICAGO, ILL., Friday.

Roy A. Whipple, president of Wakem & Whipple, Inc., has been spending a good deal of his time lately at the plant of the Transformer Corp. of America, where the "Clarion" receiver is being made, and he is very enthusiastic, feeling that these sets at \$109, \$129 and the combination at \$199, all in beautifully finished cabinets, will find ready sale when they are put on the market. Because of the past experience of the Transformer corporation in making transformers and power packs, Mr. Whipple is certain that excellent workmanship and performance will be evidenced in the Clarions, for they are all made with twice the size transformers and larger size power packs than are found in many receivers. The Transformer corporation is specially equipped to turn out everything going into the set except the cabinet and volume control. A \$40,000 plating plant is maintained to handle the necessary plating work to be done. Mr. Whipple has had his sales force at the Transformer plant, noting how the sets are made, so they will be able to talk intelligently about this new merchandise which, it is expected, will be ready to show about the first of the week. Mr. Whipple reports very satisfactory sales of the Victor line of fans and has also gone so far as to look into a motion picture machine to handle as a side-line.

F. W. Piper, wholesale sales manager for the Howard Radio Co., visited the plant at South Haven, Mich., on Wednesday, where he found operations going normally on Howards.

Both Herbert Frost and Henry C. Forster, president and vice-president, respectively, of the Utah Radio Products Co., were in French Lick, Ind., this week, attending the R. M. A. meeting here.

R. P. Van Zile, who has been district sales manager for F. A. D. Andrea, Inc., in this territory for some time, has become affiliated with the General Electric Co. as district sales manager in Chicago for the new line of radio receivers it is about to put out, it is reported. Mr. Van Zile has been in the East all week, but is expected to return to Chicago next Monday to wind up his affairs with Fada here. He will be succeeded here in the Fada organization by W. E. Kreff, who has been associated with Mr. Van Zile here for some time.

R. E. Kane and F. J. Hassmer, district sales manager and record sales manager, respectively, in this territory for the Victor Talking Machine Co., have both been traveling this week on business, Mr. Kane having been in Kansas City and other Middle West cities while Mr. Hassmer has been in Detroit, both being expected to return by Saturday.

R. M. Peters, district radio sales manager for the American Bosch Magneto Co., here, spent Thursday in Mil-

CLASSIFIED SECTION

Six cents per word
Display fifty cents per line.
Ads in this section are payable in advance.

OFFICE MANAGER and bookkeeper seeks position. Five years with present employer. Salary can be arranged to suit. No objection to locality. Address Box 510, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

WANTED—Salesmen, thoroughly experienced with all makes of radio. Steady position, chance for advancement. Earnings, \$60.00 to \$85.00 weekly. Only thoroughly experienced men need apply. Ludwig Baumann, 35th St. and 8th Ave., New York City.

waukee this week looking after business matters in the Cream City.

Herman Kahn, well known songwriter here for more than 25 years, died May 7 at the American Hospital after receiving treatment for a head injury received in a fall. During his time he wrote special songs for John McCormack and Grace LaRue. Mr. Kahn was unmarried.

While Bob Himmel, of Hudson-Ross, Inc., finds general business somewhat slow, he is gratified at the interest manifested by the public in the new Crosley auto radio. Preliminary announcements have been made during the last week or so, and today, Wurlitzer's co-operated in making announcements in three of the local dailies, which have caused a number to inquire. Meanwhile, arrangements have been perfected whereby 31 dealers and some auto garages have been equipped as auto radio service stations. In addition, 125 dealers in Chicago are stocking and selling the new Crosley auto radio, with very fine results. Charles Himmel, earlier reported to have been ill and after partly recovering, has decided to get fully rid of his ailment and has gone to Waukesha, Wis., to take the mud baths there.

P. S. Billings, president of the Belmont Radio Corp., which has maintained its factory at Aurora, Ill., and a Chicago office at 75 E. Wacker drive, announces that a plant has been secured at 3869 S. Ashland avenue, this city. H. E. Mattes, who was treasurer is now vice-president and treasurer, while John Robertson remains secretary.

Silver-Marshall distributors to the number of 80 from all sections of the country met at the Clearing plant here last Sunday and Monday to discuss the outlook for the coming season and to give the new merchandise the "once-over." All were very enthusiastic, and the initial orders placed, Howard W. Sams, assistant director of sales said, were very satisfactory. All members of the S-M sales force, 16 in all, were also called in for a conference on Tuesday, and they, too, were told of the new sales promotion plans in connection with the marketing of the new line. Silver-Marshall, is now making plans for a two-day convention, May 29 and 30, of all its distributors and sales force, to meet in Atlantic City prior to the June show.

Dick Smiley, general sales manager for the Ken-Rad Corp., Owensboro, Ky., spent several days at the local office conferring with L. R. O'Brien, district

EXECUTIVE, well thought of, with years' radio experience in New York City as store manager, department manager and buyer; possessing ideas, imagination and vision, plus connections with sources of supply of surplus and standard merchandise looking for connection with progressive organization. Box No. 509, The TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York City.

SALESMAN: Wonderful side line to those covering retailers. Will not conflict with present work. Mr. Ott, No. 11 Park Place, N. Y. C., Room 402.

sales representative. Mr. O'Brien left recently for a trip through Iowa.

The All American-Mohawk Corp. has finally vacated its offices at the old plant on Belmont avenue and has taken downtown offices in the Daily News building, at Suite 2330. Here will be located President Eugene R. Farny and J. H. Wimberly, Jr., advertising manager.

The S. Freshman Co., manufacturers of the President set, has removed from the second to the sixth floor of the 225 North Michigan building, where Mr. Freshman says, he will be temporarily located. Meanwhile he is consummating arrangements for the manufacture of the new President receiver in Chicago, which he hopes soon to announce.

—W. H. ALEXANDER.

RCA Stockholders Vote Favorably on Big Electric Deals

(Continued from page 5)

cent of our total business comes from radio set and tube manufacture.

"Recent inventions, and we are taking out new patents nearly every day, have materially improved the art of recording sound both for talking pictures and phonographs. Television is still in the laboratory stage and is not yet commercially practical."

The stockholders' vote increased the authorized common stock from 7,500,000 to 15,000,000 shares of no par value, and the authorized Class B preferred stock from 813,365 to 1,500,000 no par shares. Part of the additional B preferred will be issued to the two electric companies to close out current accounts other than advances of \$32,000,000 made in connection with the purchase by RCA of the Victor Talking Machine Co. some fifteen months ago.

In exchange for the common shares the two electric companies will turn over to the Radio Corporation their minority holdings in several affiliates of RCA, cancel the \$32,000,000 indebtedness and transfer all plant and equipment used in manufacturing radio sets and tubes, also giving the Radio Corporation exclusive licenses to their radio patents in the fields described.



NO doubt you have seen many advertisements for Arcturus Blue Tubes. But have you ever found out, by actual test, what Arcturus Tubes have to offer in quick action, clear tone and long life? A 3-minute demonstration will show you why thousands of Arcturus dealers and hundreds of thousands of Arcturus users are enthusiastic about Arcturus performance.

ARCTURUS RADIO TUBE CO.
Newark, N. J.

ARCTURUS

Quick Acting

RADIO TUBES

WELL KNOWN NEW YORK DISTRIBUTOR

Is interested in a sales proposition representing manufacturer of quality radio sets. Has unique plan for development of sales outlets, both department store and legitimate dealer.

If you are in a position to take advantage of increased business from the New York market and have a product that fills the bill, let's get together.

For further information address Box 512

THE TALKING MACHINE & RADIO WEEKLY, 146 WATER STREET, NEW YORK

MANTLE SET FAVOR STEADILY GAINING ON PACIFIC COAST

TRADE PROSPECTS BRIGHT

G. C. Osborn and Meade Brunet,
RCA Radiotron Officials, Pay
Visit to Los Angeles Industry
—Other Local Notes.

LOS ANGELES, CALIF. Thursday.

Two officials from the RCA Radiotron Co. have been in Los Angeles the past week. They are G. C. Osborn, vice-president in charge of sales, and Meade Brunet, sales manager.

Louis Gruen, western sales manager for Nathaniel Baldwin, Inc., is also in the city for a couple of weeks looking the field over for possible distributors for the Baldwin line, including the new mantle models.

J. J. Perlmut, 443 South San Pedro street, now represents among other lines the Star-Raider, made by Continental Radio Corp., Ft. Wayne, Ind.

Paul Parker is opening the Radio Electric Shop at 3834 Main street, Culver City, featuring Spanton and Philco.

Bill Gill, of the Zaney-Gill Corp., 5918 South Western avenue, has gone back to Denver and Chicago on a business jaunt. His firm makes a mantle model, receiving set.

The CeCo Manufacturing Co. offices are moving from 405 East Pico to 123 West Eighteenth street, where more space is available for storage purposes.

Silver Mast antenna is distributed in the southern part of the State by the following: Kierulff & Ravenscroft, the Radio Supply Co., Herbert H. Horn, and Leo J. Meyberg Co.

There are three distributors for "Ohio" these days, these being the Radio Supply Co., Herbert H. Horn and the Radio Manufacturing Supply Co.

Griffin-Smith Manufacturing Co., of 1125 Wall street, composed of A. M. Griffin and C. W. Smith, has gone into production on the Royale line of mantle receivers.

A. H. Weymouth, 1338 South Flower street, has announced that he will return home to Australia early this Summer. While in the States, he has been in radio retail work and expects to represent one or more firms when he gets to Australia.

Some thirty radio merchants of Long Beach meet on call to discuss trade-ins and other problems. They have printed

a "standard" list of trade-in prices which they use.

Reports inland from Riverside indicate a thriving radio group with O. K. Hopkins as president. They sent a good sized representation to the last radio retailers' group meeting at the Commercial Club in Los Angeles.

The Southern California radio and music trades association's interference committee is now busily engaged in appointing "key" dealers. Instead of several hundred dealers sending in interference complaints direct to the association, one dealer in each community will be appointed. He will receive all complaints from his locality, make preliminary investigation and then forward them to the committee. There are, by the way, some 440 square miles in Los Angeles city which gives rise for the rumor that the area is bounded on the north by Alaska and on the south by the South Pole.

The Majestic dealer list includes the Angelus Radio Shop, 4208 Santa Monica boulevard; Robinson Radio Shop, 4528 South Western avenue, and American Radio Co., 817 South Main street. Sigmund H. Cohn, manufacturers' agent, has moved his office to 2812 South Main street. He handles several lines, including Thomas condensers, BBL speakers and Alpha wire.

I. C. Dickover, Los Angeles branch manager for Nathaniel Baldwin, Inc., states that the term "midget," as applied to the new California compact sets, is a misnomer. The word "mantle" more aptly describes the line, he says. The Baldwin factory quarters in Los Angeles are devoting most of the production to the small set although they are also putting out two other models.

Echophone is going to use varicolored sets for its mantle models.

H. R. Curtiss Co. has taken on Jackson-Bell distribution for mantle models in southern California, in addition to its Edison line. This affects only the Curtiss Los Angeles office, not the San Francisco division.

The Balboa Radio Shop has opened at 8614 South Vermont avenue by W. H. Thiessen, formerly with the Kemper Radio Sales Co. He handles Crosley, Stewart-Warner and other lines. Sherman-Clay in San Francisco last week ordered 100 mantle receivers from Jackson-Bell, Los Angeles, to be sent north and marketed under the Sherman-Clay name.

Harold R. Franklin, president of the Fox West Coast theatres, announces that by June first earphones will be installed in the circuit between Mexico and Canada and east to the Mississippi. These will be to aid the deaf to enjoy the talkies. The Electrical Research Products Co. will furnish the sets.

Herbert H. Horn, 1625 South Hill

street, is distributing his new "Tiffany Tone" midget model along the coast.

The Mission Bell Radio Distributing Co., 2117 West Pico street, went into distribution of mantle type sets this week. The organization has been in business for several years with table and console models.

Carl Moldrem, enterprising tutor of the Eureka Bay baby orchestra, is now in Los Angeles making plans to develop and coach a 200-piece baby band for the talkies. He may be reached in care of the Birke Music Co.

Ben Price, of the Dejur-Amsco Corp., New York, has been in the city a few days. He has appointed Frank Emmet local representative for this line of condensers.

A Los Angeles group of radio purveyors has just returned from across the border. They are Dave Marshank, Silver-Marshall; R. B. Yale, Apex and Howard; Fred Dean, retailer; Cloyd Marshall, Dubilier; Charlie Kierulff, Crosley and Amrad, and others.

McMurdo Silver, designer of the set which bears his name, was a visitor here this week.

L. E. Behymer, local impressario, recently addressed the music and trades association, declaring that 70 per cent. of the set owners don't know how to operate their radio and 70 per cent. of broadcast entertainers don't know how to perform for the microphone.

Yale Radio Electric Co. has taken on the U. S. automobile radio (Apex), as distributors.

The week's addition to mantle set manufacturers is Waltham Radio Corp., Ltd., 4228 South Vermont avenue.

Davison-Haynes Manufacturing Co. has moved to 1012 West Washington boulevard, while its factory remains at Gilfillan's. Its new northern California distributor is Listenwaller and Gough, 871 Folsom street. The northern California representative is Burrett and Walter Co., 325 Fifth street, both of San Francisco.

—RALPH L. POWER.

LOU ROTHSEID OPENS ACCOUNTING OFFICES, WAS WITH BELLER CO.

Newark, N. J., Friday.

Louis R. Rothseid, former credit and office manager for the Beller Electrical Supply Co., local distributing organization, is no longer associated with that company, and has opened offices as a public accountant in Room 634 Industrial Office building, 1060 Broad street, this city. Mr. Rothseid was connected with the Beller firm for eight years and is well known to the radio trade throughout northern New Jersey.

SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICATION
MAKES THE MOTOR EFFICIENT

Now Being Used in Over 5,000,000 Spring Motors
Adopted as the Standard Lubricant by Leading Manufacturers

PREPARED IN PROPER CONSISTENCY

Will Not Run Out of Motor, Dry Up, or Become Sticky or Rancid
Remains in Original Form Indefinitely

ILSLEY - DOUBLEDAY & CO.

229-231 FRONT STREET

New York

Put in 1, 5, 10, 25, 50-Lb. Cans for Dealers
Write for Special Proposition to Jobbers

THE ENGINEERING COMPANY

of NEWARK, N. J.

MANUFACTURERS OF
AUTOMATIC RADIO TUBE MACHINERY & SUPPLIES

57-59 BRANFORD STREET

NEWARK, N. J.

We Collect Slow Paying Accounts thruout the World

No Collection—No Charge
References Furnished
Inquiries Solicited

ARCHER ADJUSTMENT CO., Inc.
723 Seventh Ave. New York City
Bryant 0207-8-9



LEADERS AGAIN!

We Announce

UTAH

ELECTRIC PICK-UP

New, advanced in principal and Supreme in tone quality, Utah Electric Pick-up is startling in its reproduction qualities. Try IT!

... Utah Electric Pick-up offers a new profit possibility to those who have learned to depend on the quality of Utah products.

Information on request.

UTAH RADIO PRODUCTS CO., 1737 S. Michigan Ave., Chicago

SALT LAKE CITY

NEW YORK

TORONTO, CANADA

PRODUCTION

geared to Public Demand-

*New Plan assures stabilized
business to Radiola Dealers*

NOW . . . the Radiola Franchise assumes a greater value than ever in the industry through the creation of a new plan for *Controlled Production*, which will knit together—closer than ever before—the three factors of Retailer, Manufacturer and Public.

With the cooperation of the dealers and distributors we can more accurately gauge public demand and meet it speedily and economically through straight line production under one roof. This plan will make possible for the Radiola dealer a higher degree of stability than has ever been known in the industry.

As ever, only the highest quality of merchandise will be manufactured and sold under the Radiola Trade-Mark. The great resources of the new RCA Victor Company back up this new plan of controlled production with manufacturing facilities of assured capacity.

OUR SUCCESS HINGES ON YOUR SUCCESS

Powerful, consistent advertising in magazines, newspapers, broadcasts and window displays will make the Public continue to use the name Radiola as a synonym for the best in Radio. The strength of this name with the Public is our greatest asset. No effort will be spared to make the Radiola Franchise of *permanent value* . . . which will grow greater and greater in 1930 and in the years to come.

RCA RADIOLA

RADIOLA DIVISION, RCA VICTOR COMPANY, INC.

Display the famous RCA trade-mark



The Super-Heterodyne Principle

Because of its supreme sensitivity, selectivity and tone fidelity, the Super-Heterodyne Principle is used in Marine Direction Finders, in the World's Radio Communication Circuits, in the Radio Compass and in the leading broadcasting stations where reception must take place directly under the powerful transmitting antenna. It is the supreme achievement of Radio, developed after years of research by the world's greatest Radio Engineers. The Super-Heterodyne Principle is embodied in the finest sets this year, and in the years to come.